



**WCEDC Mission Statement: *To Improve Wood County's Quality of Life by Promoting Economic Development***

WCEDC BOARD Minutes  
WOOD COUNTY VOTING ANNEX  
200 W. Bermuda St.  
Quitman, TX 75783

Minutes of September 22, 2021 Board Meeting, at 11:30 a.m.

Attendees: Craig Lindholm (Vice-Chair), Jim Berry, Gwen Winters, Lee Smith, Allene Doggett, Tom Callan, Commissioner Mike Simmons, Steve Eggleston, and Neal Duncan. Quorum Present.

Members not present: Steven Steele, Greg Hollen, Tom Keenan.

Staff Present: Christophe Trahan; WCEDC Executive Director

Others Present: Larry Tucker with Wood County Monitor, Sheila Haynes with Winnsboro News, Yantis City Council Alderman Gerald Schmidt, Holly Lake Ranch Director of Operations Adam Ehlert, John Ring with Wood County Now.

**Call to Order**

Vice-Chair Lindholm called the meeting to order at 11:30 a.m. and established a quorum.

**Citizen Comment:** None.

**Consider/Approve of August 18, 2021 Minutes:** Mr. Duncan made a motion to approve the minutes as presented. 2<sup>nd</sup> by Mr. Smith; Motion carried.

**Executive Director Report**

Mr. Trahan gave details for a Business Retention & Expansion Site Visitation program to be implemented over the course of the coming fiscal year. The purpose of this program would be to ensure that strong lines of communication exist between the WCEDC and Wood County's larger employers, to identify needs and challenges faced by local businesses, and to connect local businesses with assistance programs as needed. Mr. Trahan will be working with Mr. Berry to devise a questionnaire for the program that will also be used as a needs assessment survey on the new WCEDC website.

**Administration**

- **Financial Report:** Mr. Berry presented the WCEDC Board with a Financial Summary of the General Fund and HOT fund budgets as of August 31, 2021.
- **Invoice Report:** Mr. Trahan presented a marketing opportunity to the board submitted by Mr. Vic Savelli on behalf of the Iron Horse Square committee in Mineola. Mr. Savelli asked the board to consider the sponsorship of the Harry Meredith Mini Train as an opportunity to deploy the new Wood County logo & slogan at a high traffic attraction in the city of Mineola. The cost of the sponsorship is \$1,000. Mr. Duncan made a motion to approve the invoice. 2<sup>nd</sup> by Ms. Doggett; Motion carried.

**Marketing**

- **Web Development & Marketing Strategy Update by Neal Duncan & Steve Eggleston:** Mr. Eggleston updated the board on the ongoing efforts of the WCEDC Marketing Committee. He detailed promotional items that have been acquired and are being designed, shared with the board creative work on an advertisement in the Texas Travel Guide and a promotional booklet being designed to promote Wood County.



Mr. Duncan gave the board an updated demonstration of the new Lovewoodcounty.com website and displayed some of the added functionality of the site including a county-wide events calendar. Mr. Duncan asked the board to take the next few days to review the site and provide input on both design and content and gave a September 30 launch date for the site.

- Exploration of Regional Marketing Effort: Mr. Trahan presented a memorandum of understanding to the board between the WCEDC and the Emory Economic Development Corporation for a joint project to explore the viability of a multi-county regional marketing initiative for the purpose of marketing the Lake Fork and Lake Tawakoni areas. The memorandum does not create a binding contract between the parties and does not serve to commit funds, but serves as a stated agreement to work together solely to determine the viability of such an initiative. If it is found to be worthwhile, both parties will return to their respective boards with a formal agreement for consideration. Mr. Smith made a motion to approve the memorandum of understanding as presented. 2<sup>nd</sup> by Mr. Callan; Motion carried.

#### Programs

- Annual Board Member Orientation: Mr. Trahan conducted an orientation process for the WCEDC board that detailed the mission & vision of the organization, the legislation that provides for its existence, its organizational structure, the functions of each committee, and the commission's community partners and goals.

#### Chairman's Report

- By-Laws Update: Mr. Trahan presented the board with an updated version of the by-laws with changes requested by Wood County Judge Lucy Hebron in Mr. Keenan's stead. Mr. Callan made a motion to approve the updated by-laws as presented. 2<sup>nd</sup> by Mr. Berry; Motion carried.
- Board Member Term Rotation: Mr. Trahan notified the board that the Executive Committee would be working with Judge Hebron in order to devise board term rotations to ensure that a majority of the board would not see their terms expire on the same date.
- Officer Positions for 2021/2022 Year: Mr. Trahan notified the board that Judge Hebron re-appointed Mr. Keenan as board chair and appointed Mr. Lindholm as Vice-Chair.

#### Featured Committee Reports

##### Infrastructure Committee:

Mr. Smith updated the board on the progress of the broadband initiative and the pursuit of ARPA dollars for broadband expansion within Wood County. Mr. Smith informed the board that the Wood County Commissioner's Court has decided to acquire grant management services to assist in the determination of the allocation of Wood County's ARPA funds. Mr. Smith also informed the board about a meeting that he participated in with Mr. Adam Ehlert—Director of Operations at Holly Lake Ranch—and two members of Global Frontier Capital at which the parties discussed new technologies for more cost effective deployment of broadband infrastructure that could be used in Wood County.

#### Adjournment

Mr. Smith made a motion to adjourn the meeting at 12:34 p.m. 2<sup>nd</sup> by Mr. Callan; Motion carried.





Approved by WCEDC Board of Directors

Approval Date: October 20, 2021

A handwritten signature in blue ink, appearing to read "Tom Keenan", written over a horizontal line.

Tom Keenan; WCEDC Board Chair

A handwritten date "10/20/21" in blue ink, written over a horizontal line.

