



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

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

Minutes of March 03, 2021 Board Meeting, at 12:00 pm

Chairman Keenan called the meeting to order at 12:00 p.m.

Attendees Tom Keenan (Chair) Neal Duncan, Jim Berry, Commissioner Mike Simmons, Craig Lindholm, Vic Savelli, Gwen Winters, Greg Hollen, and Lee Smith. Quorum Present.
Members not present: Tom Callan, Allene Doggett, and Dr. Danna Beaty.
Staff Present: Christophe Trahan; WCEDC Executive Director
Others Present: Yantis City Council Alderman Gerald Schmidt, Mineola Chamber of Commerce Board Member Jim Bailey, Mineola Chamber of Commerce Board Member Josh Pogue, Larry Tucker with Wood County Monitor, John Ring with Wood County Now
Citizen Comment: None

Welcome

Chairman Keenan welcomed the WCEDC Board Members and all guests to the meeting.

Consent Agenda

January 20, 2020 Minutes: No discussion. Mr. Hollen made a motion to approve the minutes as presented. 2nd by Mr. Lindholm; Motion carried.

Financials: Mr. Berry presented the WCEDC Board with a Financial Summary of the General Fund and HOT fund budgets as of Jan 2020. Mr. Hollen made a motion to accept the report. 2nd by Commissioner Simmons; Motion carried.

Invoices: No Invoices had been received by the WCEDC for review by the Board of Directors.

New Business

Amendment to WCEDC By-Laws Article IV Section 4.01 regarding regular meeting date/time

Mr. Keenan asked Mr. Trahan to present the proposed amendment to the board. Mr. Trahan related the proposed amendment which involved changing the regular called meeting time & date to the third Wednesday of every month at noon. Mr. Lindholm made a motion to accept the amendment as presented. 2nd by Commissioner Simmons; Motion carried.

Discuss the progress of SRA/WCEDC Bassmaster Tournament (April 22-25)

Mr. Keenan briefed the board on the progress of the WCEDC & SRA in producing the Bassmaster tournament and outlined the list of responsibilities that had been delegated to each member of the event's production committee.



Mr. Savelli briefed the board on the ongoing collaboration between the WCEDC and the B.A.S.S. LLC marketing teams in an effort to market the event and maximize the promotional value that Wood County will receive from the tournament. Mr. Savelli then detailed to the board the letter of agreement presented by East Texas Marketing, LLC to provide the WCEDC with marketing services from his firm at no cost and connections to services from his firm's industry contacts that could be rendered to the WCEDC at cost and with no income earned by East Texas Marketing, LLC. Mr. Savelli asked the board for a motion to accept the letter of engagement presented to the WCEDC. Mr. Smith made a motion to accept the letter as written. 2nd by Mr. Berry; Motion carried.

Mr. Savelli then asked the board for a motion to allocate WCEDC funds for the cost of having a logo designed by a graphic design company recommended by Mr. Huffman. Mr. Savelli specified that the funds allocated at this time would not be expended, but would be set aside for an invoice to be received and reviewed by the board at a future date for services rendered. Mr. Smith made a motion to approve the allocation of the funds as described by Mr. Savelli. 2nd by Ms. Winters; Motion carried.

Discuss progress & implementation of the Small Business Relief Survey

Mr. Keenan shared with the board a finalized version of the WCEDC's Pandemic Business Impact Survey. This final version was the collaborative effort of Mr. Hollen & Mr. Trahan with guidance from business and economic professionals at Tyler Junior College. Mr. Trahan detailed to the board the WCEDC's strategy for disseminating the survey to Wood County's business community. The WCEDC would utilize local entities such as the economic development corporations, municipal governments, & chambers of commerce in order to reach the business community as a whole while also specifically targeting WCEDC Disaster Grant recipients to ensure their participation in the survey.

Mr. Keenan asked for a motion to approve the form and the distribution strategy. Mr. Berry made a motion to proceed as outlined. 2nd by Ms. Winters; Motion carried.

Reports

Chairman's Report:

Mr. Keenan detailed the regional economic development meeting that took place in February. This meeting was coordinated by WCEDC Board Member Craig Lindholm and involved economic development professionals from both Wood and Franklin Counties. Mr. Keenan also stressed the importance of each WCEDC committee chair completely staffing their committees.

Committee Reports:

Transportation & Infrastructure:

Mr. Smith gave the board a report regarding the progress of his committee's work with the East Texas Council of Governments (ETCOG) in identifying and outlining broadband/fiber expansion projects within Wood County. The committee identified and submitted six projects to ETCOG for review by their staff and consultation firms. Mr. Smith's committee was also conducting ongoing research into several communication companies that had each won a portion of a reverse auction conducted by the FCC for fiber expansions into Wood County.

Health & Human Services:

Ms. Winters informed the board that the Health & Human Services committee was fully staffed and included two health researchers who would be playing active roles in identifying and understanding health trends within the county. Ms. Winters also mentioned that the committee would be having its first meeting via Zoom call at the end of March.



Economic Development:

Mr. Lindholm briefed the board on two business education programs that would be hosted in Winnsboro and made available to all Wood County businesses for free. These programs would be co-produced by the Winnsboro EDC and the Small Business Development Center

Executive Director's Report:

Mr. Trahan gave the board an update on his activities as executive director over the past month. In conjunction with working on all ongoing projects of the WCEDC, Mr. Trahan is also giving special attention to the refinement of the economic development tools available to the county. Mr. Trahan reinforced Mr. Keenan's emphasis on committee staffing and shared resources with the board that could assist in each committee's efforts to identify and quantify metrics relevant to development planning efforts for the county.

Adjournment

A motion was made to adjourn by Commissioner Simmons and seconded by Ms. Winters. The meeting was adjourned at 12:45 p.m.

Approved by WCEDC Board of Directors

Date

Tom Keenan, WCEDC Board Chair