



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 17, 2021 Board Meeting, at 12:00 pm

Attendees Tom Keenan (Chair), Jim Berry, Commissioner Mike Simmons, Craig Lindholm, Vic Savelli, Tom Callan, Greg Hollen, and Lee Smith. Quorum Present.

Members not present: Neal Duncan, Gwen Winters, 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, Larry Tucker with Wood County Monitor, Amanda Duncan with Wood County Now

Call to Order

Chairman Keenan called the meeting to order and established a quorum at 12:01 p.m.

Citizen Comment: Public comment was given by Yantis City Council Alderman Gerald Schmidt on the topic of quality of life, what its definitions are, and what components make up its content.

Consider/Approve of March 3, 2021 Minutes: No discussion. Mr. Lindholm made a motion to approve the minutes as presented. 2nd by Mr. Hollen; Motion carried.

Executive Director Report

Administration

- Financial Report: Mr. Berry presented the WCEDC Board with a Financial Summary of the General Fund and HOT fund budgets as of Feb 28, 2021. Mr. Trahan commented on the increase in the net budget of the General Fund's Economic Development Agenda line item due to the reimbursement for the November Bass Master Elite host fee from the Sabine River Authority.
- Invoice Report: Mr. Trahan presented the following invoices to the board for consideration.
 - East Texas Reflections: Use of Photography in Promotional Capacity – Chairman Keenan tabled this invoice for further discussion in the future.
 - Duncan Multimedia: Web Hosting & Domain Registration – Mr. Callan made a motion to approve the invoice. 2nd by Mr. Berry; Motion carried.
 - KMOO: Fishing Tournament Advertising Package – Commissioner Simmons made a motion to approve the invoice. 2nd by Mr. Smith; Motion carried.

Marketing

- Marketing Committee Report: Mr. Savelli briefed the board on the ongoing communications with B.A.S.S. LLC's marketing division to maximize the promotional value of the upcoming Bass Master Elite tournament for Wood County. Mr. Savelli also presented several draft versions of marketing logos that incorporate the marketing committee's county slogan "The Texas you expect in a County you'll love." A consensus was given by the board regarding the logos, but no formal action for adoption was taken.



Programs

- Bass Master Elite Tournament: Mr. Trahan and Mr. Keenan updated the board on the ongoing production of the Bass Master Elite tournament taking place April 22-25, 2021. Mr. Keenan detailed major stakeholders and planned entertainment for the event. Mr. Keenan also detailed how the WCEDC would be working closely with the Quitman Chamber of Commerce in order to fundraise for some of the expenses involved with the event.
- Improvement Recommendation Program:
 - Mr. Trahan presented the board with the following Improvement Recommendations and the board routed them to the corresponding WCEDC committees for review and addressing:
 - Ray & Brenda Andrews—Concerns regarding code enforcement and law enforcement in Precinct 3. Routed to the Governmental Affairs and Public Safety committees.
 - Steve Straznicky—Uncollected Refuse in the city of Mineola. Routed to the Governmental Affairs committee.
 - Steve Straznicky—Marketing tools for county-wide unification needed. Routed to the Marketing committee.
 - Steve Straznicky—Recommending a county-wide events calendar for better event planning. Routed to the Arts & Parks committee.
 - Cassandra Sampson—Affordable housing and rental opportunities needed in the county. Routed to the Executive Committee.
 - Janie Lankford—Expansion of broadband and fiber optics infrastructure needed in the county. Routed to the Transportation & Infrastructure committee.

Chairman's Report

Mr. Keenan presented his highlights on the topic of regionalism in economic development. Mr. Keenan detailed for the board the benefits of seizing opportunities to work with regional partners and detailed further plans to continue collaboration with surrounding counties in order to further develop a regional approach to economic development. Mr. Keenan also commended the committee chairs for the completed formation of their committees and reinforced the importance of each committee's role in collecting relevant metrics to be used for the development of a master plan for the county.

Featured Committee Reports

Public Safety Committee:

Mr. Callan highlighted the improved levels of communication among law enforcement agencies in Wood County. The Public Safety committee is paying close attention to the levels of community policing going on and the very positive relationship between the local law enforcement agencies and the communities that they police within Wood County.

Governmental Affairs:

Mr. Hollen began his report by commenting on the rollout of the Improvement Recommendation program and its very tangible value to local governments within Wood County. Mr. Hollen then updated the board on the Wood County Legislative Affairs Zoom call that took place with Senator Bryan Hughes and Representative Cole Hefner. The call involved Mr. Hollen, Judge Hebron, Chairman Keenan, and Mr. Trahan presenting legislative priorities for Wood County as outlined by citizen input. Mr. Hollen personally thanked Senator Hughes, Representative Hefner and their offices for making the time to meet with Wood County leaders and emphasized the importance of Wood County's partnership with its state legislators.



Arts & Parks:

Mr. Duncan was unable to attend the board meeting and will be giving a report on the Arts & Parks committee when it is next featured on the board meeting agenda.

Adjournment

A motion was made to adjourn by Mr. Smith and seconded by Mr. Hollen. The meeting was adjourned at 12:55 p.m.

Approved by WCEDC Board of Directors

Date

A handwritten signature in blue ink that reads "Tom Keenan".

A handwritten date in blue ink that reads "3/17/21".

Tom Keenan; WCEDC Board Chair