



**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 August 18, 2021 Board Meeting, at 12:00 pm

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

Members not present: Steven Steele, and Greg Hollen.

Staff Present: Christophe Trahan; WCEDC Executive Director

Others Present: City of Mineola Marketing Director Owen Tiner, 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, Kent Huffman & Steve Eggleston with East Texas Marketing, LLC.

**Call to Order**

Chairman Keenan called the meeting to order at 12:00 p.m. and established a quorum.

**Citizen Comment:** None.

**Consider/Approve of July 21, 2021 Minutes:** Mr. Duncan made a motion to approve the minutes as presented. 2<sup>nd</sup> by Mr. Callan; Motion carried.

**Executive Director Report**

Mr. Trahan and several other members of the WCEDC board attended a community event at Jarvis Christian College during the month of July. Mr. Trahan briefed the board on Jarvis Christian College's plans to embark on a capital campaign to raise funds to construct a community center on campus. Mr. Trahan also presented to the board the UCC & HOT budgets that had been approved by the Wood County Commissioner's Court for the 2021-2022 fiscal year. Included in the approved budgets were funds for a part-time assistant for the commission and \$180,000 for the development of economic development projects for the county.

**Administration**

- Financial Report: Mr. Berry presented the WCEDC Board with a Financial Summary of the General Fund and HOT fund budgets as of July 31, 2021.
- Invoice Report: None.

**Marketing**

- WCEDC Website Improvement Update: Mr. Eggleston, Mr. Duncan, and Mr. Huffman shared information with the board about the progress of the development of the new websites for the county and EDC. The target date for completion of the project is the end of September. The new county site will be titled [lovewoodcounty.com](http://lovewoodcounty.com) and the EDC site will remain [woodcountytexas.com](http://woodcountytexas.com) but with a brand-new design and multiple additional features added.



Mr. Eggleston also provided the board with recommended allocations of this fiscal year's and next fiscal year's marketing dollars that detailed estimates for expenditures for specific marketing items. Mr. Smith made a motion to approve the marketing budget allocations as presented. 2<sup>nd</sup> by Mr. Lindholm; Motion carried.

#### Programs

- **Wood County Health Advisory Committee Health Fair:** Ms. Winters shared some information regarding the planned Wood County Health Advisory Committee Health Fair with the board. She detailed how Wood County Judge Lucy Hebron established an advisory committee of healthcare professionals. A health care fair is being organized for October 30<sup>th</sup>. UT Health and Health First will conduct health screenings the day of the fair from 9am to 2pm on the courthouse square in Quitman. As of now no promotional materials have been put out yet, but will be shared with the WCEDC once prepared.

#### Chairman's Report

Mr. Keenan informed the board of discussions regarding the possibility of bringing in Major League Fishing to Lake Fork as an activity to bring positive exposure to Wood County. Mr. Keenan also updated the board regarding the real estate sub-committee's plans to seek out a feasibility study on affordable housing. Finally, Mr. Keenan detailed discussions regarding optimizing the contract for the next Bassmaster tournament to take place in Wood County in order to maximize the promotional value of the event for the county.

#### Featured Committee Reports

##### Infrastructure Committee:

Mr. Smith briefed the board on the infrastructure committee's broadband initiative. The initiative's focus has been on targeting the commissioner's court set for August 24<sup>th</sup> to petition Wood County's leaders to allocate all of the county's American Recovery Plan Act funding to be used for broadband expansion within the county. Mr. Smith described how broadband will drive the economy of Wood County going into the future. Mr. Smith also updated the board regarding Peoples Telecom partnering with Wood County in applying for a \$30M NTIA grant for broadband expansion.

#### Adjournment

Ms. Doggett made a motion to adjourn the meeting at 12:53 p.m. 2<sup>nd</sup> by Mr. Callan; Motion carried.

Approved by WCEDC Board of Directors

Approval Date: September 22, 2021

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

Tom Keenan, WCEDC Board Chair

A handwritten date "9/22/21" written in black ink above a horizontal line.