

**Wood County Economic Development Commission**

P.O. Box 578, Quitman, Texas, 75783

311 County Road 2355, Mineola, Texas 75573

Phone: 903-768-2402 Fax: 903-768-2400



**Executive Director: Christophe Trahan**

[ctrahan@mywoodcounty.com](mailto:ctrahan@mywoodcounty.com)

[www.woodcountytexas.com](http://www.woodcountytexas.com)

**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 January 20, 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, Tom Callan, Commissioner Mike Simmons, Craig Lindholm, Allene Doggett, Vic Savelli, Gwen Winters, and Lee Smith. Quorum Present.

Members not present: Gregg Hollen and Dr. Danna Beaty.

Staff Present: Christophe Trahan; WCEDC Executive Director

Others Present: Wood County Judge Lucy Hebron, Larry Tucker with Wood County Monitor, and Amanda Duncan with Wood County Now

Citizen Comment: None

**Welcome**

Wood County Judge Lucy Hebron introduced the new Wood County Economic Development Commission Executive Director, Christophe Trahan. Mr. Trahan thanked Judge Hebron for her introduction and expressed how grateful he was to get to work with a team of professionals like the WCEDC Board of Directors.

Chairman Keenan gave an introduction to the new WCEDC Board Member and Education Committee Chair Dr. Danna Beaty. Dr. Beaty is an associate professor in the Department of Educational Leadership at Texas A&M University-Commerce and a resident of Winnsboro, TX.

**Old Business**

**Consent Agenda**

November 5, 2020 Minutes: No discussion. Mr. Duncan made a motion to approve the minutes as presented. 2<sup>nd</sup> by Mr. Smith; Motion carried.

Financials: Mr. Berry presented the WCEDC Board with a Financial Summary of the General Fund and HOT fund budgets as of Dec 2020. Mr. Berry also presented detail reports for the General Fund expenses, HOT fund expenses, and HOT fund revenues for the November 2020 and December 2020 periods.

**New Business**

Invoices: The following invoices were considered by the board and approved by the following motions;

Wood County Airport (\$500.00)—Payment for the WCEDC's share of an equipment upgrade for the Wood County Airport purchased to improve Wi-Fi reception on site. Motion made by Mr. Lindholm. 2<sup>nd</sup> by Mr. Callan; Motion carried.

Wood County Monitor (\$475.00)—Payment for a print media advertisement in the Wood County Monitor. Motion made by Mr. Savelli. 2<sup>nd</sup> by Mr. Callan; Motion carried.

County Line Magazine (\$1,233.00)—Payment for digital media advertisements on the County Line Magazine's digital media platforms. Motion made by Mr. Savelli. 2<sup>nd</sup> by Mr. Callan; Motion carried.



#### Winnsboro Hosting TJC's Small Business Development Seminars

Mr. Lindholm discussed the upcoming Small Business Seminars to be hosted by the Tyler Small Business Development Center in conjunction with TJC in Winnsboro. At present, no dates had been outlined by the organizers. The board was in general agreement that the WCEDC needed to make these seminars a promotional priority to ensure that all local businesses in Wood County would be aware of these free seminars.

#### Small Business Relief Survey Tool

Mr. Keenan discussed the Small Business Relief Survey created by Mr. Gregg Hollen. Mr. Duncan detailed an upcoming consultation he'd scheduled with the Director of Tyler Junior College's Entrepreneurship Center to garner their expert advice on the make-up of the survey. Mr. Keenan outlined a deadline of February 1<sup>st</sup> for getting the survey completed and laying out an action plan for distribution.

#### WCEDC Hosting Bassmaster Tournament April 22-25, 2021 at the Sabine River Authority

Mr. Keenan led a discussion with the board regarding the upcoming Bassmaster tournament to be held April 22-25, 2021. Mr. Keenan revealed that Toyota would no longer be the premier host of the tournament. This presented a unique promotional opportunity for the Sabine River Authority and the WCEDC to step in as headline sponsors at no additional cost to the WCEDC. Mr. Smith made a motion for the WCEDC to accept the role as host of the Bassmaster Classic. Second by Mr. Lindholm; Motion carried.

#### Special Event Coverage for the Bassmaster Tournament

Mr. Keenan asked the board for a motion to approve that the WCEDC executive director may secure special event insurance for the Bassmaster tournament. Commissioner Simmons made a motion for the director to obtain such coverage. 2<sup>nd</sup> by Mr. Callan; Motion carried.

#### Letter of Support for Franklin County Container Depot Project

Mr. Keenan asked the board to consider a motion to issue a letter of support for the Franklin County Container Depot Project. As chairman of the WCEDC Transportation & Infrastructure committee, Mr. Smith gave a brief summary of the Container Depot Project and of Franklin County's ongoing effort to establish a shipping container depot that would effectively link East Texas with Long Beach, California. Mr. Keenan and Mr. Smith both expressed that the WCEDC's support of such a project would play into the organization's goal of playing a part in regionalizing economic development for East Texas. Mr. Duncan made a motion to have the WCEDC executive director issue a letter of support for the project to the Franklin County Judge. 2<sup>nd</sup> by Mr. Smith; Motion carried.

#### Discussion

Committee Report: Mr. Savelli gave a report as the WCEDC Marketing Committee Chair. Mr. Savelli's report detailed research conducted by his committee that identified target audiences for a concentrated Wood County marketing campaign as well as the risk implications associated with each identified target audience. In addition to their research, Mr. Savelli also presented some broad implementation recommendations for improvements that can be made as well as a few drafted tag lines for the working marketing plan. In the conclusion of his report, Mr. Savelli detailed an advertising agency in East Texas that had offered its services to the WCEDC free of charge to help the organization pursue its marketing goals. Mr. Savelli then asked the board for a motion to accept these gratis services. Mr. Duncan made a motion to allow Mr. Savelli to pursue this free opportunity with the aforementioned advertising agency. 2<sup>nd</sup> by Mr. Callan; Motion carried.



Chairman's Report:

In the interest of time, Mr. Keenan informed the board that he would submit his Chairman's Report via email after the meeting. The content of the report is as follows:

*It was a great meeting today topped off by a great presentation by Vic [Savelli]. But due to self-imposed time constraints I didn't get to give my Chairman's report. It would have dealt with the effective use of the Trello boards. All of the sub-committees are formed or real close to it. The use of Trello is a very efficient method of communicating your progress on your committee. The success of your committees will be the gauge which will measure the effectiveness of our Commission. The information your committees gather and track will form the basis of our master county plan for the next 20 years. Your committees are very important and will help improve the quality of life for everyone in Wood County. So keep up the good work and if you are having trouble using Trello, send the information to me and I will get it on your board.*

*Also, every month at our meeting I'd like to have at least two committees provide updates (try to keep the updates to around 10 minutes). Christophe and I look forward to hearing who would like to give an update in February. Let us know. Tom*

**Adjournment**

A motion was made to adjourn by Commissioner Simmons and seconded by Mr. Smith. The meeting was adjourned at 1:00 p.m.

Approved by WCEDC Board of Directors

Date

Tom Keenan, WCEDC Board Chair