



BOARD MEETING MINUTES – NOVEMBER 14, 2016

**PRESENT:** Kirby Andrews, David Welch, Billy Whisenant, Jerod Peek, Carolyn Lawrence, David Vela, Ken Becker, Larissa Place, Scott Fitzgerald

**CALL TO ORDER:** 10:32 AM by Billy Whisenant

**PRAYER:** Kirby Andrews

**ACTION ITEMS:**

**MINUTES:** Board to review and consider approving minutes from the October 2016 meeting. Carolyn Lawrence would like the verbiage changed regarding the city's policy on the salary changes. Jerod Peek made the motion to approve the minutes with the requested changes. Kirby Andrews seconded. The motion carried.

**FINANCIALS:** Board to review and consider approving the September 2016 financial statements. Carolyn Lawrence would like the description for the Dent Trucking section to be detailed (Bond/Obligated). David Welch made the motion to approve the financials. Jerod Peek seconded. The motion carried.

**ACCOUNTS PAYABLE:** Board to review and consider approving accounts payable for November 2016. David Welch made the motion to approve the accounts payables. Jerod Peek seconded. The motion carried.

**MARKETING/ADMIN UPDATE (Larissa Place):** The Board was updated on the following topics:

- Larissa just completed the BEDC (Basic Economic Development Course) in Frisco, TX where she received her Certificate.
- Christmas Party has been reserved at the Country Club for Tuesday December 13, 2016.
- The Chamber and Sweetwater Economic Development will host an open house in December, working on scheduling.
- The new Polycom system has been installed
- The new Chamber and Sweetwater Economic Development sign has been installed.

**EXEC DIR. UPDATE (Ken Becker):** The Board was updated on the following topics:

- UP Railroad crossing – meeting to be scheduled with City/County/UP/Sweetwater Economic Dev.
- Pecan Creek Energy has extended their lease. They feel there is still a project and plan to move forward.
- Logistics Support - the engines could be in this week. The Chamber will hold a ribbon cutting in December.
- Dent Trucking – things are slower than hoped for, but they have 4 new lease trucks. They feel the new electronic logging device will play a factor on business. They are being installed now.
- Kmart building – seller has come down in price and willing to sell now. They were asking \$5-\$6 plus triple net, now they are asking \$3.5-\$4. We have reached out to the governor's office seeking assistance to help facilitate a possible interested party.
- Oil/Gas – there is guarded optimism in the industry. Shell/Chevron have stated the Permian Basin is a hot spot and investors want them to drill.



The sweetest place in Texas for business.

**EXECUTIVE SESSION:** Board to consider adjourning to Executive Session. Jerod Peek made the motion to adjourn. Kirby Andrews seconded. The motion carried.

**RE-ENTER REGULAR SESSION:** Board to consider re-entering regular session. Jerod Peek made the motion to re-enter regular session. Kirby Andrews seconded. The motion carried.

**ACTION ITEM:**

The Board will table Ken Becker's employment contract review and approval until an employee review has been completed by the Board.

**CITY MANAGER UPDATE (David Vela):** The Board was updated on the following topics:

- Sales Tax – Sweetwater is still above last year due to the audit.
- David Vela will provide a City Parks Plan during the Retreat portion of the meeting.

**Sweetwater Economic Development 2016 Retreat**

**Economic Development Type:**

- Type A – Economic and Industrial Development
  - Primary jobs
  - Primary job training & job training facilities
  - Warehousing / Distribution Centers
  - Infrastructure for the above
  - No retail, housing, hotel/motel
- Type B – Economic, Industrial, and Community Development
  - All things Type A can do
  - Parks
  - Sports facilities
  - Development of water supply facilities

Jerod Peek states that a Type A can do B projects with special elections. He would suggest a Municipal Development District. Even with a special election, the project would have to be very specific. You could not have a blanket budget to do a park. It would have to be detailed and the money go specifically to that.

The Board agrees that we will need to research all of the options and decide if we would like to change our Economic Development Type.

**Core Business Focus**

- Manufacturing
- Logistics
- Energy – Conventional & Renewable
- Retention, Expansion, and Relocation
- Wealth Generation

**Subsets of above**

- Service Sector
- Warehousing / Distribution Centers
- Rail / Highway / Airports



The sweetest place in Texas for business.

Kirby Andrews stated we need to diversify from the Energy Sector. Possibly look into warehouse/distribution center.

Ken asked if we are too close to DFW for these opportunities?

Do we build a building and hope we get interest?

David Welch feels if we increase the quality of life issues then the companies, jobs, and people will come.

#### **Property Improvement / Development**

- West Broadway Business Park – In Progress
- East & West Broadway – general – targeted area
- Elm Street
- I-20 Frontage Road

Ken stated that the Board has mentioned cleaning up and tearing down eye sores along Elm Street. The only problem with that is the property behind all of those houses/buildings. The Board agreed this is not the path they want to take.

Focus on East & West Broadway entrance clean up. Will want/need to work with the City to accomplish this. Do not advertise this project so real estate prices don't increase knowing of the interest. Ken will start to gather information on properties to focus on.

#### **Marketing / Advertising / Branding**

- Goal is to create a uniform look so we are easily recognizable
- New website will be launched within a month
- New design for tradeshow booth
- Mugs as giveaways will have uniform look (plan to give some to local restaurants)
- Brochures for upcoming events
- Will move forward with Sweetwater Economic Development and move away from SEED
- Social Media is continuing to get noticed
- Working very closely with local media (KXOX, Sweetwater Reporter)
- Would like to work on a Business Recognition Program for all local businesses.

Contact businesses so they know we appreciate their business in Sweetwater. Provide all information to the Sweetwater Reporter and have them do the write up. Then use the KXOX appearance every month to inform the community as well as our social media outlets. Work with the Chamber on this project. Larissa will start working on this and create a list of businesses to highlight.

#### **Business Retention, Expansion, Relocation**

- Attend Industry Specific Meetings – listening to their issues, addressing those issues, build a relationship with their leadership
- Training Programs – disseminating TSTC opportunities
- Tradeshows / Conferences
- Networking
- Constant Contact – pertinent information provider
- ISD Programs – Speakers Bureau, Senior Interviews
- Community Development – Parks, housing, activities
- Young Professionals – engaging them in our community, listening to the views and needs, provide an outlet for them to gather. Larissa has been gathering information on this project. Will look for community and local business support to sponsor events.
- Contact existing manufacturing companies for possible referrals (vendors, suppliers, etc).



The sweetest place in Texas for business.

#### David Vela Presentation

- Improving our Parks
  - Economic value
    - Can increase property value
  - Health benefits
    - PSU study showed less stress when parks are available
  - Social importance
    - Public pride, cohesion in community
  
- What is a Parks Plan
  - Guides future growth
  - Qualify for state funding
  
- What is next?
  - Commission approved this process on 11/8
  - Contract signed
  - 6-7 month process
  
- The Parks Plan will include:
  - Kick off meeting
  - Review of Parks Facilities
  - Focus group meetings
  - Tech group meetings
  - Online community service
  - Open house public meeting
  - Final Recommendation
  - \$35,000 total cost which gets the engineering on what the vision of the park(s) would be
  - \$25,000 from Chamber

#### Sweetwater Economic Development Top Focus

- Quality of life issues (does this mean a Corporation change for Sweetwater Economic Development?)
- Cleaning up entrances on East and West Broadway

**ADJOURN:** Board to consider adjourning. There being no further business, Kirby Andrews made the motion to adjourn. Jerod Peek seconded. The motion carried. The meeting was adjourned.