

West Tawakoni Economic Development Corporation
Regular Meeting Agenda Minutes
City Hall Council Chambers
November 7th, 2022
6:00 p.m.

https://www.youtube.com/channel/UCDIFzbsaB_YEM5sZKrC4faQ

1. Call to Order

While the recording was in progress, before the official call to order, a citizen stopped in seeking the assistance of for a wellness check on an elderly friend. All members present assisted in helping the citizen with contacting the appropriate departments for the check. Pam Reed called the meeting to order at 6:05 PM, followed by the Invocation.

2. Invocation

Invocation was led by Elizabeth Osborne followed immediately by the Pledge.

3. Pledge

Pledge was led by all in attendance followed by roll call.

4. Roll Call

In attendance were Aliceson Bell, James Chemp, Harry Rosario, Pam Reed, Elizabeth Osborne, Kathey O'Neal, it was explained that Larry Pare would join shortly after call to order.

5. Announcements

Pam Reed stated that voting is tomorrow and that everyone should vote. Harry mentioned how fast the days are going.

6. Citizen Input-related to agenda

There were no citizens in attendance.

7. Consent Agenda:

- Approve minutes from the October 3rd Regular meeting.
James Chemp made a motion to accept the minutes from the October 3rd regular session.
- Approve bills paid and those to be paid for October 2022.
Elizabeth Osborne made a motion to pay all bills, Harry Rosario 2nd the motion.
- Approve Financial Report (Profit and Loss) for October 2022.
Aliceson made the motion to approve October 22 through September 23 budget. Elizabeth 2nd all were in favor. All were again in favor.

8. Discuss and /or take action on:

- Summer Movies at the City Park

Pam moved the topic to that of the Movies in City Park. She stated that it has been discussed before and she believes that they are ready to take action on the subject. She gave the floor to Kathey about the estimate. She mentioned she has been trying to get a hold of the individual with the original estimate and has found she is no longer the right contact. She is seeking a new contact and estimate. Pam wants to find out if we can do the movies in the park like the other EDCs have done. Like Emory and other places. She wants to get the teens involved from the schools to help out. She said that we would need to table the topic until later. Harry asked a question and Pam stated we would need to discuss that at a later meeting.

9. Discussion and/ or Action on Advertising with Liberty Marketing.

Pam introduced the topic of the being approached by a company named Liberty Marketing. They are getting ready to redo their map of Lake Tawakoni and will be providing those maps to places in Emory to be distributed. The map will include Hunt Rains and Van Zandt Counties. They want to feature the EDC on their map for advertisement. Pam explained the price is variable according to size, and that free maps would be according to size or amount spent. A discussion about the

maps being viewed by fishers seeking area maps of the lakes. Kathey asked if they were similar to the map that the Chamber has. Pam further explained the ad would feature the EDC would be advertisement for us. Discussion at length took place about how the maps are made and about area lakes also surrounding the city. Harry mentioned questions about lake sizes for the nearest lakes. Harry is concerned the map will not make a difference if we are not placing the maps where they will be most useful. Pam gave the opinion that the other advertisements would not be maps of our lake and would not be similar in advertising our town on a map of our lake. Aliceson mentioned there is a website and asked if that map would be shown on both sides because there would be no use putting on the back the same size as one on the front if the back would not be shown the most available space on the website.

Questions were developed to ask the company before we make a decision. The chair entertained a motion. Elizabeth made the motion to table until we get further information and then call a special meeting to discuss the topic again.

10. Discussion with Question and Answer for Strategic Planning Stage One

- A background will be given
- Instructions for answering questions as well as terminology to explain questions
- SWOT analysis
- PESTLE analysis

Pam turned the floor to Aliceson who then gave a brief overview of what the reason for doing such analysis and then began the questions after gaining an agreement that there would be no need unless everyone agreed there would be tangible benefits from the front end efforts. Strengths were discussed first. Each member gave their opinion of what the strengths are for the EDC. Board cares about the city and want better for the citizens and want to see us accomplish goals for the city. The lake, Willingness of citizens that they want to see the city do better which is a top priority, The hwy passing through the city, being one hour from Dallas, that we have caring smart people on the board educated to help do more for the families now and in the future. The group respects each other and that we can be in disagreement but work together to move forward. Larry Pare discussed the similarities between the school board and the board of the EDC how the feelings are not always going to be the same. He went off topic with how the bond works and how it is being offered. He said he feels the same way about our community for everything we put out, we need to keep responsibility for making sure it is done right. Kathey asked a question about the wording of the bond ballot. It was suggested to the citizens to read the wording to be sure. Aliceson explained that for the next part, we have to be candid and that we cannot fix what we do not know is broken. Discussion of weaknesses took the floor. Businesses resources and lack of resources, Support of local business and diversity, more diversity of business type, too much concentration of one type, the esthetics or curb appeal. Knowledge of current tools in place. Follow through. training, areas where we can provide more training, create a knowledge base, and provide further citizen awareness. Processes in place. Communication and cooperation between the organizations. Cleaning up the drugs and homelessness. Annexation for revenue base. Creating opportunities by knowledge gained. Building up the town

Aliceson explained that the time is getting long and we should stop there. Pam and Aliceson explained that it will not be a quick process because we want to include all possible information and the community to make sure the plan is successful. It was addressed that we need the community involved to make sure we get their input and would like them to volunteer to provide their opinions.

Pam adjourned the regular session to go into executive session for discussion of real property.

11. Executive Session - as authorized by Texas Government Code Sections 551.072

(Deliberations about Real Property), The council may enter into a closed or executive session to discuss the following:

- Deliberation regarding Real Property Purchase/Sale
We entered executive session at 7:10 PM

12. Return to Open Session

- Discuss and/or take action from the executive session.
Return to open session at 7:46 pm

Chair entertained a motion to be made, Aliceson made a motion to go forward with the property A offer discussed in executive session and also made the motion to table Property B for further information. Harry made a second motion for the same. All were in favor of the motion.

13. Citizen input- related to non-agenda items

There were no citizens available for input at this time.

14. Adjourn

Chair entertained a motion to adjourn the meeting. Elizabeth made the motion with Harry seconding the motion. All were in favor. And meeting was adjourned at 7:49 PM

I certify that this notice was posted on the bulletin board in front of the West Tawakoni City Hall building prior to 4:00 p.m., November 9, 2022.

Aliceson Bell- Zurovec

EDC Secretary

The City of West Tawakoni reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices,) and 551.086 (Economic Development).

Agenda Posted On: 11 / 09 / 2022 --'-_a.m./p.m.

Posted By: _____

Witnessed By: _____

Mission - The mission of the West Tawakoni Economic Development Corporation is to foster a cohesive and progressive environment in which business development and community initiatives are realized and supported.

Vision - The vision of the West Tawakoni Economic Development Corporation is to create a better experience through better business.