

CITY DEVELOPMENT CORPORATION OF EL CAMPO
REGULAR MEETING
January 19, 2010

Board Members Present: Gwen Willis, Alan Heskamp, Bobby Perez, Wesley Lange, Randy Collins

Staff Present: Chandra Spenrath, Executive Director; Jessica Thane, Executive Assistant

CDC Attorney: Ronny Collins

Ex-Officios Present: Phillip Spenrath, Mayor of El Campo; John Steelman, City Manager

Media: Chris Barbee, El Campo Leader News

Others Present: Michael Wall, Ronnie Wind, Donna Howard, Blake Lurker, Robert Montalvo, and Lorie Van Gorp, El Campo Little League; .

1. President Willis called the Meeting to order and noted a QUORUM at 3:02 pm.
2. Discuss and take any necessary action regarding Marketing and Advertising.

Chris Barbee with the El Campo Leader News made a presentation detailing the reasons why the City Development Corporation should continue advertising with the "Experience El Campo" magazine. Reasons given included:

1. It is the only high quality magazine produced to benefit current residents, newcomers, visitors, potential new residents and businesses to El Campo.
2. It is produced for the El Campo Chamber of Commerce by the Staff of the El Campo Leader News
3. Support of this magazine supports these El Campo institutions and their employees and/or their memberships
4. It is important for the CDC to support this local endeavor the same as other businesses and organizations
5. This magazine is perfect for promoting economic development and growth in this community
6. Distribution includes delivery to area Chamber of Commerce's, TX Dot traveling information centers, information kiosks at Mikeska's and Prasek's, local and area hotels, lobby's and waiting rooms, and Houston precinct offices to advertise for tour groups

Listing additional reasons, Mr. Barbee concluded that the Chamber of Commerce and El Campo Leader News respectfully request this economic development board consider reinstating its advertising support with the "Experience El Campo" magazine, recommending a full page or minimum of half page advertisement.

Bobby Perez stated that the CDC previously advertised with several print magazines and did not have any response from their efforts, resulting in the Board exploring alternative advertising methods. The Board of the City Development Corporation discussed their ads with "Experience El Campo" from previous years and after evaluating the allocated marketing budget, came to the consensus to support the local magazine.

Randy Collins made the MOTION to place a \$1340 ad with the offer from Mr. Barbee of a 10% discount in the "Experience El Campo" magazine. The Motion was Seconded by Bobby Perez and passed unanimously.

3. Discuss 4B Project Little League Diamond, take any necessary action.

CDC Attorney Ronny Collins presented a draft Memorandum of Understanding for the agreement between the El Campo Little League and the City Development Corporation of El Campo.

The Board reviewed the agreement and discussed the language in Section #2. Secretary/Treasurer Alan Heskamp presented a draft copy of the Memorandum with his recommended changes.

The MOTION made by Randy Collins and Seconded by Bobby Perez to approve the Memorandum of Understanding passed unanimously, with the following changes made:

On Section #2 on page - Delete the section of the sentence after "facility" all the way up to "then". The sentence would read "In the event the final design and scope of the Project is not in the opinion of the CDC Board of Directors sufficient or a substantial improvement to the existing facility then the Board of Directors of the CDC may refuse to fund the project.

On Section #3 on page 2 – change the date of July 1, 2011 to July 1, 2012.

4. President Willis Adjourned the meeting at 5:20 pm.