

CITY DEVELOPMENT CORPORATION OF EL CAMPO
REGULAR MEETING
February 22, 2010

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

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

Ex-Officios Present: Phillip Spenrath, Mayor of El Campo; Richard Young, Mayor Pro-Tem; Cecil Davis, El Campo Economic Development Corporation

Media: Brenda Sommers, El Campo Leader News

Others Present: Ed Erwin, El Campo City Councilman; Frank Chacon, Cardell Cabinetry; Trista Lauritsen, Circle L Media

1. President Willis called the Meeting to order and noted a QUORUM at 3:05 pm.
2. The minutes from the Regular Meeting of January 11, 2010 were in the Board Book for approval

Wesley Lange made the MOTION to approve the minutes of the Regular Meeting held on January 11, 2010 as presented. Bobby Perez Seconded the Motion and it passed unanimously.

3. The minutes from the Special Called Meeting of January 19, 2010 were in the Board Book for approval

MOTION was made by Bobby Perez and Seconded by Alan Heskamp to approve the minutes of the Special Called Meeting held on January 19, 2010 as presented. The Motion passed unanimously.

4. The bills and financial reports for the months of December and January were reviewed.
5. Discuss Cardell lease agreement and take any necessary action.

President Willis stated that she, Executive Director Spenrath and El Campo Economic Development Corporation President Cecil Davis had met via conference call with Kim James, CFO of Cardell Cabinetry. Mr. Davis said that the ECEDC Board extended an offer to Cardell of 90 days of no lease payments. At the end of 90 days, they would evaluate Cardell's status and determine how to proceed. President Willis stated that Cardell was optimistic and is maintaining 4 employees at the El Campo location to keep the doors open. The current agreement with Cardell for reduced rent expires March 1st, President Willis indicated that she would like to mirror the ECEDC's arrangement for 90 days of forgiven lease payments. Randy Collins asked Frank Chacon how many employees would be brought back in if operations resumed. Mr. Chacon stated that cabinet production would require at least 70-75 employees.

MOTION was made by Randy Collins to suspend the lease payments for Cardell Cabinetry March for the Months of March, April, and May, with the understanding that this arrangement will be discussed at the May meeting of the City Development Corporation for reevaluation. Bobby Perez Seconded the Motion and it passed unanimously.

6. Discuss and take any necessary action regarding Marketing and Advertising
 - a. Discuss marketing partnership with El Campo Chamber of Commerce
 - b. Circle L Media marketing update

Executive Director Spenrath presented examples of the marketing folder for the Board to review and make recommendations. Trista Lauritsen with Circle L Media reviewed the CDC website statistics and stated that the Job Bank is the second most visited page. Randy Collins indicated he would prefer a picture of local scenery be used on the cover and liked the laid back theme of the stock photo used. Trista presented an outline of the information that would be included on the digital brochure. Vice President Bobby Perez stated he would like to see information from the school included on the digital brochure or at least a reference to their website. Wesley Lange suggested adding information on the El Campo Civic Center. Councilman Ed Erwin recommended including information on the El Campo Museum. Secretary/Treasurer Alan Heskamp suggested changing the Heritage Center to Senior Center for clarification.

Director Randy Collins stated that recently an out of town couple stopped in his store because they saw a billboard in Pierce that promoted El Campo. Mr. Collins suggested that the CDC considering promoting El Campo's local shops and attractions on a billboard and extend the opportunity to the EC Chamber to see if they are interested in participating.

After more discussion, the Board came to the consensus to explore the regulations and costs involved in Billboard advertising and to approach the El Campo Chamber for interest in participation.

7. President Willis Adjourned the meeting at 3:37 pm.