

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

Board Members Present: Wesley Lange, David Allgayer, Alan Heskamp, Gwen Willis, Randy Collins

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

Ex-Officios Present: Richard Young, Mayor of El Campo; John Steelman, El Campo City Manager

Others Present: Leeanna Shimek, Northside Education Center; Philip Hundl and Rebecca Munos, El Campo Chamber of Commerce; Trista Lauritsen, Circle L Media; Bobby Perez.

1. President Willis called the Meeting to order and noted a QUORUM at 3:03 pm.
2. Recognition of outgoing and incoming Directors.

President Willis thanked Bobby Perez for his 10 years of service to the El Camp Community and welcomed David Allgayer to the City Development Corporation Board of Directors.

3. The CDC Board of Directors held an Election of Officers.
 - a. Nominations for President of the CDC Board of Directors, take any necessary action:

MOTION was made by Wesley Lange and Seconded by Alan Heskamp to nominate Gwen Willis as President of the City Development Corporation Board of Directors. The Motion passed unanimously.

- b. Accept nominations for Vice President of the CDC Board of Directors, take any necessary action

MOTION was made by Wesley Lange and Seconded by Gwen Willis to nominate Alan Heskamp as Vice President of the City Development Corporation Board of Directors. The Motion passed unanimously.

- c. Accept nominations for Secretary/Treasurer of the CDC Board of Directors, take any necessary action.

MOTION was made by Alan Heskamp and Seconded by Randy Collins to nominate Wesley Lange as Secretary/Treasurer of the City Development Corporation Board of Directors. The Motion passed unanimously.

4. A Resolution designating Signatories on all bank accounts and official documents was reviewed for possible action.

The Board reviewed the Resolution, President Willis stated to fill in the names of the officers and she would sign it.

5. The minutes from the Regular Meeting of May 17, 2010 and the Regular Meeting of June 21, 2010 were in the Board Book for approval.

Director Randy Collins stated that the minutes of June 21 did not need to be approved since a meeting was held due to lack of a quorum. (The minutes were just a record of the meeting opening and adjourning due to lack of a quorum)

Wesley Lange mad the MOTION to approve the minutes of the Regular Meeting held on May 17, 2010 as presented. Randy Collins Seconded the Motion and it passed unanimously.

6. The bills and financial reports for the month of June were reviewed.
7. Discuss and take any necessary action regarding Marketing and Advertising
 - a. Discuss marketing partnership with El Campo Chamber of Commerce

Executive Director Chandra Spenrath stated that several options and packages were received from different billboard companies to see if there would be an economical advantage of collaborating with the Chamber of Commerce in a marketing campaign, but there was not a significant discount on leasing multiple billboards.

Philip Hundl with the El Campo Chamber of Commerce stated that he also priced billboard options and was surprised that the prices came in so high. A year lease on three billboards from Lamar averaged at \$9700 a year. The Chamber has allocated \$2500 for this project, so the packages are more than the Chamber can afford this year.

Director Collins stated that his original idea was to expand and revamp the Chamber's billboard located in Pierce, Texas. Philip expressed concern over the electric wires running above the billboard and stated he was unaware what options would be available to increase the size, in consideration of the landowner (Lawrence Armor) and the location of the electrical wires. Director Wesley Lange stated that Wharton County Electric Coop was the service provider for the sign and he would be happy to review the situation to see what options would be available. Mr. Hundl stated that he could ask Mr. Armor to meet them as well to receive his permission. Executive Director Spenrath stated that the CDC's current sign near the Industrial Park could be updated as part of the Project. The Board came to the consensus to discuss the signs at the next meeting after receiving additional information.

- b. Circle L Media marketing update:

Trista Lauritsen handed out a preview of three pages of the brochure inserts. Executive Director Spenrath stated that the brochure would be sent out to a test group for preview and recommendations prior to mass printing.

8. Update on Project Diamond/EC Little League, discuss and take any necessary action.

Executive Director Spenrath stated that she attempted to contact Richard Kerzee, Stacy Romo, and Michael Wall to receive an update on the Project, but had not heard back from them prior to the meeting.

9. Discuss August 30, 2010 Annual CDC Workshop, take any necessary action.

Executive Director Spenrath stated that preliminary plans for the CDC Workshop were for Carlton Schwab with Texas Economic Development Council to come and facilitate the meeting; however, the TEDC Board of Directors has since implemented a \$1000 fee for Mr. Schwab's time. Other options would be for LCRA to facilitate at no cost or for the Board to meet without a facilitator.

After discussion various topics and options for the CDC Workshop, the Board came to the consensus to try to arrange for a training session that could be attended by the CDC Board and El Campo City Council.

10. Update on Northside Education Center Phase III Project.

Leeanna Shimek, the Northside Center Director stated that the construction is complete and the tiles and grouting are currently taking place and the groundwork for parking lot has started. The inside work should be completed by end of July and the outside completed by August.

11. President Willis Adjourned the meeting at 3:47 pm.