

**CITY DEVELOPMENT CORPORATION OF EL CAMPO**  
**REGULAR MEETING**  
**February 16, 2009**

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

Board Members Absent: Donald Naiser

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

CDC Attorney: Ronny Collins

Others: Richard Young, El Campo City Councilman; Phillip Spenrath, Mayor of El Campo.

1. President Willis called the Meeting to order and noted a QUORUM at 4:08 pm.
2. The minutes from the Regular Meeting of January 26, 2009 were in the Board Book for approval.

MOTION was made by Alan Heskamp to approve the minutes of the Regular Meeting held on January 26, 2009 as presented. Randy Collins Seconded the Motion and it passed unanimously.

3. The bills and Financial reports for the month of January were reviewed.
4. Review, discuss, and take possible action on 12 month Goals and Action Plans from October 8, 2008 LCRA facilitated workshop.

Alan Heskamp presented a set of goals and action items for 2009 for the City Development Corporation on behalf of the Committee appointed from the October 8<sup>th</sup> Workshop. After reviewing and discussing the goals and action items, Randy Collins suggested changing the name from Community Development Corporation 2009 Goals to City Development Corporation 2009 Goals.

Randy Collins made the MOTION to approve the City Development Corporation 2009 Goals as presented by Alan Heskamp. The Motion was Seconded by Bobby Perez and passed unanimously.

The Goals are attached for reference.

5. Executive Director Chandra Spenrath gave a Staff Report and Update on :
  - A. KCS Rail Update
  - B. 2009 Job Fair
    - a. Senior High School Student Program
  - C. Workforce Development Update
    - a. Alternative School Project
    - b. Career And Technology Education committee
    - c. SkillPath “The Essentials of Excellent Customer Service” seminar
  - D. Meetings/Functions Attended

- a. LCRA Regional Council
- b. Rail Safety meeting
- c. Northside Education Center Board Meeting
- d. Rotary
- e. City Council/4A-4B committee recommendation
- f. Certified Retirement Community
- g. Boys & Girls Club Board meeting
- h. Career Technology facility

6. President Gwen Willis opened EXECUTIVE SESSION at 4:40 PM to:

- A. Discuss and deliberate economic development negotiations, as authorized by TEX. GOV'T CODE ANN. 551.087, regarding:
  - a. Project Diamond
  - b. Project Destination
  - c. Project Chip
  - d. Project Tank
  - e. Project Sand
  - f. Project Link
  - g. Project Silver

7. OPEN SESSION reconvened at 5:01 pm.

- A. Action taken regarding economic development negotiations: NONE TAKEN.

8. President Willis Adjourned the meeting at 5:02 pm.

# **CITY DEVELOPMENT CORPORATION OF EL CAMPO**

## **2009 GOALS**

1. Further develop the Business Retention and Expansion program to help existing businesses grow and prosper.
  - a. Design BREP survey
  - b. Complete survey with 30 businesses
  - c. Develop needs analysis based on survey information
    - i. Workforce training needs
    - ii. Workforce skills needs
    - iii. Opportunities for economic incentives/grants to present to the board.
  - d. Provide 700 training hours for the business workforce.
  
2. Expand on efforts to recruit new jobs and new residents to El Campo.
  - a. Be responsible for 10 new primary jobs
    - i. Identify from BREP survey potential new businesses
    - ii. Vendor/supplier analysis
    - iii. Follow Up/Cold Call at least 15 prospects
    - iv. Host 5 site visits
    - v. Assemble a site selection team of local professionals
  - b. Create 2 professional marketing tools showcasing QOL
    - i. Propose a video production of El Campo to the board
    - ii. Propose a quality brochure targeting new residents to the board
  - c. Be responsible for 20 new residents moving to El Campo
    - i. Develop working relationship with Fluor, STP, Bayer and Kendleton rail yard HR/relocation specialists
    - ii. Create “talking points” touting quality of education to distribute to board member and community leaders
    - iii. Pursue possible craft training opportunities with Fluor
    - iv. Distribute promotional materials to 100 potential residents.
  - d. Establish El Campo as a certified retirement community.

3. Enhance internal/local communications strategy to make community more aware of CDC's programs, services and successes.
  - a. Get CDC logo in front of the community.
  - b. Develop 3 "talking points" promoting CDC and encourage board members to utilize.
  - c. Give 4 speeches to local organizations touting CDC.
  - d. Issue 3 press releases touting CDC.
  - e. Continue to attend civic, social and political events on behalf of CDC.
  
4. Explore ways to develop new housing opportunities in El Campo.
  - a. Facilitate the construction of 6 new single family dwellings in El Campo.
    - i. Work with Planning & Zoning to determine locations for new housing.
    - ii. Solicit from local realtors ideas on providing local housing options.
    - iii. Recruit investors and/or developers to build single family dwellings.