

CITY DEVELOPMENT CORPORATION OF EL CAMPO
REGULAR MEETING
November 19, 2012

Board Members Present: Kinnan Stockton, Wesley Lange, David Allgayer, and Randy Collins

Staff Present: Chandra Spenrath, Executive Director; Rebekkah Jones, Executive Assistant

Others Present: Kyle Smith, University of Houston SBDC; Carolyn Thames, Workforce Solutions; Trista Lauritsen, Circle L Media

1. Kinnan Stockton called the Meeting to order at 3:04 PM.
2. Kinnan Stockton took roll of Directors, noted Larry Russell as absent and noted a QUORUM.
3. David Allgayer led the Pledge of Allegiance.

*Kinnan Stockton welcomed Alan Heskamp to the meeting and presented him with a plaque in recognition of Mr. Heskamp as a CDC Board Member for 2008-2012 and President of the CDC Board for 2011-2012.

Alan Heskamp thanked the Board Members for their support. Mr. Heskamp said he appreciated the CDC's support throughout his term. Mr. Heskamp said the reason he joined the CDC Board at the beginning of his four year term was to give something back to the El Campo community. Mr. Heskamp said he was privileged to be a part of an organization that accomplished many things and his wish for the CDC Board is that the board members will feel as much personal satisfaction as Mr. Heskamp did for what was accomplished during his time on the CDC Board.

4. The minutes from the Regular Meeting of October 15, 2012 were in the Board Packet for approval.

MOTION was made to approve the minutes of the Regular Meeting of October 15, 2012 by Wesley Lange and Seconded by David Allgayer. The MOTION passed unanimously.

5. Review bills and financial report.
6. Update on Project Diamond/EC Little League, discuss and take any necessary action.

Chandra Spenrath said she spoke with Mindi Snyder, El Campo City Manager. Ms. Spenrath said there is not any new update since she last spoke with the CDC Board. Ms. Spenrath said June 1, 2013 is still set as the substantially completion date and that Pat Krpec has done some fundraising with the Little League. Discussion took place regarding the new ballpark signs and dirt work to prepare for possible rains.

7. Review Revitalization Program, discuss and take any necessary action.

Chandra Spenrath discussed the new possible tier levels for the 2013 Revitalization Campaign. David Allgayer said he approves of the new percentages for the four tier

levels. Wesley Lange also expressed approval of the new tier level percentages. Randy Collins asked how many people would express interest in applying for the tier level four. Chandra Spenrath said four new construction applicants are ready to apply for the 2012-2013 year. Ms. Spenrath stated she likes how the Revitalization Program shows how the CDC can put money back into the community and how the businesses are choosing to do their projects now because the CDC has this program for them.

MOTION to approve the revised Revitalization and Site Campaign with the four tier level changes effective November 16, 2012 was made by Wesley Lange and Seconded by David Allgayer. The MOTION passed unanimously.

8. General Marketing, discuss and take any necessary action.
 - A. Website
 - B. Billboards
 - C. Print Media

Website:

Chandra Spenrath introduced the three different areas of marketing. Ms. Spenrath said marketing was discussed at the CDC Workshop and the last CDC Advisory Board Meeting. Chandra Spenrath said one of the ideas for marketing El Campo was revamping the CDC website. Ms. Spenrath introduced Trista Lauritsen with Circle L Media to show some of the updates to the CDC Website. Trista Lauritsen with Circle L Media stated that it is vital to have new and fresh information on your website at all times. Ms. Lauritsen said it is also important to have updates on all of the social media sites for the CDC and to keep them fresh. Chandra Spenrath added that another change was made to keep the CDC's website user friendly for smartphones.

Billboards:

Chandra Spenrath stated at the last CDC Advisory Committee meeting there was discussion on how to generically market El Campo; the general consensus was for the public to understand how important it is to shop at home. Ms. Spenrath reviewed the available billboards with the rates and locality. Discussion took place on what to advertise on the billboards. Kinnan Stockton suggested a billboard sign from the Three Rivers community which states "If you lived in Three Rivers, you would already be home." David Allgayer stated he liked the idea of "If you lived in El Campo, you would already be home." Chandra Spenrath said she would work on a similar billboard idea and bring it back at the next meeting. Discussion took place on regarding which billboards to use for the Shopping Girls and Chalkboard ads. Ms. Spenrath said she will get the billboards for the four entryways to El Campo (two of the Shopping Girls and two of the Chalkboards) and email the board members regarding an idea for the Hwy 59 sign.

Print Media:

Chandra Spenrath said that at the last CDC Advisory Committee meeting there was discussion regarding the Revitalization Campaign to put a real estate sign stating "Sponsored by City Development Corporation Revitalization Program" in front of the businesses as they go through their Revitalization changes. Ms. Spenrath said this sign may help the public recognize that the CDC was involved and give the CDC recognition. Chandra Spenrath said she will send the sign design to the board members. Chandra Spenrath said that she and Wesley Lange discussed putting together a general brochure for the community. Ms. Spenrath said this will enable visitors to get more information as they visit El Campo. David Allgayer asked about the downtown El Campo

parking issue and said that whenever he hears information about downtown El Campo, it usually involves lack of parking. Randy Collins asked if the brochure is going to be a general brochure or if it will have specific information and/or listings. Chandra Spennath said it was just discussed today and there are no specifics yet but she will work on those and get something together for the board members to review.

9. Kinnan Stockton adjourned the meeting at 4:11 PM.