

**CITY DEVELOPMENT CORPORATION OF EL CAMPO**  
**REGULAR MEETING**  
**May 13, 2013**

Board Members Present: Kinnan Stockton, Wesley Lange, Randy Collins, and Larry Russell;  
David Allgayer in at 3:30pm

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

Others Present: Mindi Snyder, City Manager; Kyle Smith, University of Houston Coastal Plains  
Small Business; Clay Harris, Public Works Director; Richard Young, City Mayor; Daryl Socha,  
El Campo Little League; Julie Strnadel, El Campo Little League

1. Kinnan Stockton called the Meeting to order at 3:00 PM.
2. Kinnan Stockton took roll of Directors and noted a QUORUM and noted David Allgayer as absent.
3. Wesley Lange led the Pledge of Allegiance.
4. Intentionally skipped to Item #6. Update on Project Diamond/EC Little League, discuss and take any necessary action.

Clay Harris gave the city's video ball park update that he presented at the Rotary meeting.

David Allgayer entered the meeting at this time.

Daryl Socha said the electrical should begin any day now on the ball park. Daryl Socha gave an update on the fundraising effort and said that one field has been sold and another field is very close to being sold and will be finalized in the next few days. Daryl Socha said there are several families that are donating money towards the ball park. Kinnan Stockton asked what concrete work has been done. Daryl Socha said it is foundation work and forms. Julie Strnadel said that their family wants to stay actively involved in this project and in the community. Julie Strnadel said they are meeting soon regarding the annexation of the entire land including the commercial property.

5. Item #4. Review and consider approval of minutes of the Regular Meeting of April 22, 2013.

MOTION was made to approve the minutes of the Regular Meeting of April 22, 2013 by Larry Russell and Seconded by David Allgayer. The MOTION passed unanimously

6. Item #5. Review bills and financial report.
7. Review and discuss financial investments, take any necessary action.

Chandra Spenrath said that the money has been moved to CDARS as of today. Chandra Spenrath said that the update will be sent out to the board members next month.

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

Chandra Spenrath said there are some pending applications, but nothing to approve at today's meeting. Kinnan Stockton asked how much money is available for the Revitalization Program. Chandra Spenrath said there is \$108,000 available. Chandra Spenrath said she might advertise for the program since some of the pending applicants have not turned theirs in yet. Wesley Lange noted that there are several businesses that have taken advantage of the Revitalization Program and their businesses look great. Kinnan Stockton noted that this program is a great idea.

9. General Marketing, discuss and take any necessary action.
  - A. Website
  - B. Billboards
  - C. Print Media
  - D. Community Video

Chandra Spenrath explained the different magazines in the packet of information given to the board. Kinnan Stockton asked if Ms. Spenrath had a recommendation on which magazines to pursue. Chandra Spenrath said there are many options the CDC can look at. Randy Collins said he likes the idea of advertising on another billboard going east and west since the CDC already has one going north and south. Chandra Spenrath and Kinnan Stockton asked what type of businesses the CDC should be targeting. David Allgayer said the more diverse the community is, then the better the community will be. Randy Collins said he tends to lean more towards the oil and gas field since this industry is so prominent in the El Campo area. Randy Collins said if the CDC is going to use magazines to advertise, then they need to target one or two specific magazines and really advertise in it. Kinnan Stockton said the National Federation of Independent Businesses (NFIB) is not on the list and might be a good one to check into; as well as the US Chamber of Commerce. Chandra Spenrath said marketing is a tough market. David Allgayer agreed that marketing is rough. David Allgayer said his trucks and equipment are a large advertisement for his business. Randy Collins said if he was going to prioritize for marketing then he would have a second billboard going east and west first before any magazine marketing is done. The board agreed that Chandra Spenrath will take care of the billboard and magazine advertisement so the CDC can get started on advertising. Kinnan Stockton asked if the CDC has a search engine optimization on the website. Chandra Spenrath said yes that option is available and kept fresh with Trista Lauritsen with Circle L Media.

10. Board members opened executive session at 4:10 PM
  - A. Discuss and deliberate economic development, as authorized by Section 551.087 of the Texas Government Code, regarding:
    - a. Project Chamber
    - b. Report on Economic Development negotiations and prospects

11. Board Members reconvened open session at 4:23 PM.

NO ACTION was taken.

12. Kinnan Stockton adjourned the meeting at 4:24 PM