

CITY DEVELOPMENT CORPORATION OF EL CAMPO
WORKSHOP
October 23, 2013

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

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

Others Present: Mindi Snyder, City Manager

- A. Board Members reviewed the minutes from last year's workshop and reviewed each of the strategies and goals that were set for the Strategic Plan:

Reviewed Last year's Meeting Items:

Items to talk about and discuss:

- LCRA Reservoir (why there is not one on the west side of the river?)
- United Ag and using Natural Gas
- Natural Gas and Coal Fire Plants (including site selection.)
- A need to discuss Natural Gas and its possibilities
- Revitalization Program (Dollars to go Downtown; sidewalks, parking, awnings, etc.)
- Purchasing property next to the Civic Center.

**Wesley is going to organize a tour at the facility with large ship engines.

Add to Strategic Plan:

- Long-term Goals under Section 5. (To encompass 5 year strategies and goals/transparency)
- Five year Strategies and Goal Ideas:
 - A. Natural Gas
 - 1. Electricity Generation
 - 2. Vehicles
 - B. Hotel at Civic Center
 - C. Water Park/Reservoir
 - D. Downtown Parking/Free Parking (Purchase; Possibly selling later to investor.

**Important to identify players, sources, interested players, criteria, and possible barriers with possible solutions.

Advertising:

- Duck's Unlimited Magazine (costs of article and ad/spread.) Possible Branch office in El Campo-contact Executives.
- Look into other magazine.
- Billboards (possibly one from Judge Randy Clapp)

B. Kinnan Stockton said going forward into the next year to identify 4 or 5 high priority goals and how to achieve or move forward with these goals:

- Mindi Snyder said at the last school board meeting the state of the auditorium was brought to the attention of City Council. Mindi Snyder said after reviewing 4A vs. 4B information, that an auditorium would fall under a 4B project and would be a great community project.
- Wesley Lange said a large project would be a good idea; however his concern is having 2 large projects in a row. Wesley also stated his concern for the older buildings in town and

wanted to discuss this issue with Mindi. Kinnan Stockton asked if there is a way to partner with the city on this. Chandra Spenrath noted the Revitalization Campaign is very similar to what they are discussing. Chandra Spenrath said that there needs to be an approach made to those businesses and to possibly adopt a corridor and outline of where to start and stop. This item was tabled until the next CDC Meeting.

- Kinnan Stockton brought up the issue of housing in El Campo. Chandra Spenrath noted that the issue is there are homes for sale however those homes are listed at too high of a price. Kinnan Stockton suggested doing a roundtable between the local realtor, the City and the CDC to discuss the housing issues in El Campo. Chandra Spenrath and Rebekkah Bacak will work on getting the roundtable discussion together.
- Chandra Spenrath discussed the possibility of more land to purchase for the Industrial Park. Kinnan Stockton said to ask the land owner's permission to buy the land and Chandra Spenrath said that it is imperative to work with the City Council on this possible purchase.
- Type A and Type B Discussion Highlights:
 - *Look at Investment Policy and see how much is in reserve. 3-6 months operating expenses will be important to have.
 - *Kinnan and Chandra will look at the different types and will present something to the Board in the future.
 - *Kinnan Stockton noted that there would have to be in internal policy or procedure if the CDC goes to 4B.
 - *Randy Collins suggested to go out to the community and do an informal poll regarding 4B and put it on the agenda again in December or do a spring workshop to discuss this.