

MINUTES
MERIDIAN ECONOMIC DEVELOPMENT CORPORATION
MEETING

Tuesday, July 28, 2009
6:00 p.m.

President Mike Vanecek called the meeting to order and Garland read the proof of posting notice. Members present were Mike Vanecek, Marie Garland, Don McMahon, Payton Wallace, Sidney Carlisle, and Larry Lawson. Also present were Kay Duke, David Duke, and Todd Hyatt.

Public Forum – No one wished to speak at public forum.

Minutes – A motion was made by McMahon, seconded by Wallace and carried to approve the minutes of the previous meeting.

Financial Statement and Approval of Expenditures – Garland presented the financial statement and expenditures for absent treasurer Claiborne Phillips. A motion was made by Garland, seconded by Lawson and carried to approve the financial statement and expenditures as presented for the months of May and June 2009.

Old Business

1. David Duke gave a status report on the Request for Assistance by Hill College – Bosque County Campus. He stated that the request was approved by the Meridian City Council on Monday night after the two readings were completed at two separate meetings. The foundation could now purchase the required equipment in the amount not to exceed \$20,000.

New Business

1. Members reviewed the revised FY 2009-2010 Budget for the MEDC. David Duke reported that with the approval of the Hill College project, our budget would need to be revised with the new project totals. A motion was made by Garland, seconded by Wallace and carried to approve the revised FY 2009-2010 MEDC budget.

2. Members discussed the intent of the Targeted Advertising Support Project. David Duke reported that there were some questions that were brought up on the intent of the project and he wanted to clarify them before proceeding. He stated that the MEDC was allowed to expend 10% on advertising set by Economic Development laws and that the total had been adjusted up to \$4500 from \$4000 because of the increase in sales tax revenue expected for this fiscal year. A motion was made by McMahon, seconded by Carlisle and carried to verify that they understood that the advertising was to be used for tourism to draw people to Meridian.
3. Members from the National Championship Barbecue Cookoff were present to request assistance with advertising costs for the cookoff in the amount of \$3951.00. The advertising was to be for those people outside of Bosque County to draw them to the annual event. Advertisements would be placed in Texas Highways, Silver Dollar Press, Fort Worth Texas Magazine, and the Wacoan. New events this year at the cookoff would be a 5K run and a 2K run/walk. They also discussed incentives to the cooks for participating in the People's Choice Awards so that the visitors could sample the barbecue. They discussed the many different advertising that they have used over the last twenty years. MEDC members discussed free ads available, previous radio ads, and previous entertainment opportunities. A motion was made by Lason, seconded by McMahon and carried to approve the request for advertising by National Championship Barbecue Cookoff in the amount of \$3951.00.
4. EDC Coordinator, David Duke, asked members to consider joining several different EDC organizations. He explained that these organizations could help our EDC by getting our name out there for business locations, information, and education. A motion was made by Garland, seconded by Carlisle and carried to approve joining Texas Economic Development Council, Association of Rural Communities in Texas and listing on the Office of the Governor's website.
5. EDC Coordinator, David Duke, also asked members to consider advertising in a trade magazine called Trade & Industry Development. He stated that the November/December issue was devoted to Texas and it was a good opportunity to get our contact information published. There were several questions concerning the rate of \$250.00 and what that actually covered, the Texas issue only or all year long. David would

research and get back with the members by next meeting. A motion was made by McMahon, seconded by Carlisle and carried to table this until the next meeting.

6. EDC Coordinator, David Duke, reported that the new fiscal year starts on October 1, 2009 and the members needed to start working on the MEDC planning process. He stated that there was two months to put it in place and the board needed to be involved in the process. He asked for the board to consider what direction they wanted the MEDC to work toward. Secretary Garland was asked to poll the members and get two or three dates for the planning meeting.
7. EDC Coordinator, David Duke, presented the members with draft copies of the community profile that he had been working on. Members quickly reviewed the profile and planned on taking it home for further review. Garland thanked David for all of his hard work on the profile and that a good profile had never been completed for many years.
8. EDC Coordinator, David Duke, reported to the members his involvement with the housing issue in Meridian. He reported that he had done some review of the housing situation and that Mike Vanecek had directed him to go forward with more research. He stated that he was focusing on trying to understand the situation and the problems that we were facing. He stated that he had met with the people from Neighborhood Works who were interested in building affordable housing but needed land or lots that were taken back for taxes to accomplish keeping the price low enough for the houses. Housing was needed for school teachers, deputies and employees of new and existing employers.
9. EDC Coordinator, David Duke, reported that he would like to see the agenda for the EDC meetings posted a week before the meetings so that the citizens could receive information on what the EDC was doing and what direction they were going. He also wanted to place it in the local paper for further notification. Members agreed that they would like to have the information out there for the citizens and a week before would be fine.

Non-Actionable Information

1. EDC Coordinator, David Duke, advised the members that he had been appointed to the Heart of Texas Council of Government Certified Development Corporation. He stated that there was \$1 million available for economic development and housing and that this could be another source of funding.

Adjourn

There being no further business, a motion was made by Carlisle, seconded by Wallace and carried to adjourn the meeting.

Approved:

President

Secretary