



**Graham Economic Improvement Corporation
Board of Directors Meeting - Minutes
September 9th, 2019
8:00 AM Chamber Visitor & Business Center**

Call to Order

Call to order at 8am by Joseph Beruta reminding the group that we are governed by the Public Information Act and the open meetings act as such this meeting will be recorded for documentation and public record.

Last Meeting Minutes

Last meeting's minutes from the April 9th, 2019 GEIC meeting we're asked to be reviewed. It was expressed that the first part of the meeting minutes was missing that covered the call to order and financial update. There was a request from Joseph Beruta to approve minutes by a motion. The motion was approved by Bob Coleman and 2nd by Alex Heartfield.

Financial Update

The standard P&L (Profit & Loss) was reviewed from June through August 2019 with \$ change comparison to last year same period. The standard P&L was reviewed for October 2018 – August 2019 with \$ change comparison to last year. There were two variances called out by Joseph Beruta related to timing on sales tax dollars variances and Helen Farabee Centers timing differences based on when GEIC receives those checks from the city. Expense variance were called out as well related to salary and training costs for the new executive director. There was a call out on variances associated with Shockwatch-Spotsee payments that were in process. There was a request to provide the standard balance sheet by Mayor Neal Blanton and others on the board for continued oversight of the budget. Beruta asked for a motion. Motion by Alex Heartfield, second by Bob Coleman.

Arena Update

City Manager, Brandon Anderson provided an update related to the Arena on an M&O expense with upgraded sound system due to sound issues. We also had a LED lighting upgrade that we are still paying on but is out of warranty, so J&J Oilfield Electric evaluated the lighting and discovered that half of the ballast was going out on our lighting. We decided to replace the fixtures and the ballast to correct & improve the lighting for approximately, \$20,000. Brandon expressed that we are spending about \$10,000 to enclose and provide security for the facility along with keeping livestock on the property. It secures the facility with Craig St. being the only except. The arena will be ahead of last year as events are making more revenue versus last year even with these capital improvements. Events are being rebooked and our booking going in mid-year 2020. The personnel update relates to an open operations position that has been difficult to fill due to a changeover. The position has been open for over a month. They are reviewing options to fill this key position.

There was a question about rate structure related to the arena. Brandon said the rate structure has gone up about a year ago and they are holding it for everyone. Brandon discussed some examples of the rates and events for the board. There was a question about if the sound system was done. The sound system was done 3-4 months prior to our September meeting. A question related to POS for concessions and ticket sales was served to Brandon. He mentioned that Toni is working on that item with the concessions folks from Dinner Bell. The cell phone booster and door locks were completed on the facility to further enhance the Arena experience and security of the facility.

AT&T Cell Tower Update

City Manager, Brandon Anderson provided an update related to AT&T's request to place a cell tower at the Young County Arena. The tower would need approval by the county as Young County owns the land. It was suggested that 50% of the funds be used for 4-H. The tower would bring about \$1,500 to the city from AT&T and was suggested to be placed adjacent to the Steers baseball field. The City is suggesting those funds be placed into an Arena fund for different capital improvement and event needs.

Advertising Jobs

Joseph Beruta requested to support a GEIC/Economic Development objective of jobs and job creation by supporting the advertising of available chamber member jobs in the Graham Leader and on radio via \$775 GEIC budget support over the months of October - December. Joseph Beruta requested a motion to approve. Chris Holland approved and Bob Coleman seconded the approval motion.

Holiday Shopping Spree

Joseph Beruta brought forward an annual support program that the Chamber executes related to the Holiday Shopping Spree to support shopping Graham First for the holiday season. The financial support request is \$3,000.00 that would be used toward the cash prizes in the form of Chamber bucks via weekly drawings. Beruta made a motion to approve. Alex Heartfield motioned to approve. Mickey Schoenhals seconded the motion.

Economic Development Services

Joseph Beruta reviewed the community overview materials being used for business attraction and expansion that covered the community leadership, community costs, & employment sector features. There was also a community comparative scorecard across the US, Texas indexes and communities in the surrounding areas. There was discussion about the Graham ISD and the scoring given the dollars per student spending regarding the differences.

The board reviewed the different retail, industrial, & revitalization consultancies that the ED office was engaging for supporting job creation, sales tax revenue, & amenities for the community. The rough costs were reviewed along with the different support services as informational to the board at this time. It was expressed by some of the board that we have engaged these types of organizations in the past. There was concern that the cost-benefit wasn't there for these types of consultancies. The board asked that we do more due diligence on the previous study and vet these consultancies for results that positively impact the community, jobs, & sales tax revenues.

ShockWatch/Spotsee

Joseph Beruta updated the latest financials and FTEs that Spotsee/ShockWatch has on staff and the growth rate over 2019. In addition, we reviewed the financials associated with the incentive plan and the impact on the community for job creation and expense associated with the FTE growth.

Adjournment

Joseph Beruta made a motion to adjourn that was approved by Alex Heartfield. The motion was seconded by Mickey Schoenhals.