



GEIC Board Meeting Notes

March 10th, 2020 Meeting

Attendees:

Jack Graham
Brandon Anderson
Neal Blanton
Bob Coleman
Chris Holland
Mickey Schoenhals
Alex Heartfield
David Norman

I. Call to Order

Jack Graham, GEIC President called the meeting to order for our March 10th, 2020 GEIC Board of Directors meeting.

II. Last Meeting Minutes – 12/3/2019

Joseph Beruta asked the GEIC board to review the minutes from the last GEIC Board of Directors meeting on December 3rd, 2019. Mayor Neal Blanton asked about the \$91,976 “Due from General Fund” on the balance sheet. Joseph Beruta explained that it was timing/sequencing issue with how the State government refunds the City. Jack asked if there were any updates/changes to the minutes. Jack asked for a motion to approve the minutes as is. Alex Heartfield made a motion to approve. There was a second by Mayor Neal Blanton. The board approved the minutes from the December 3rd meeting.

III. Financial Report

GEIC President, Jack Graham asked Joseph Beruta to review the latest financials. Beruta covered the Balance Sheet Standard, as of September 30th, the latest quarter’s bank deposits and debits. Bob Coleman asked a question if the YCA debt service schedule was quarterly or annual. We mentioned the debt service was an annual payment and 2021 was the last payment at \$137,869. Beruta continued that we have balance sheets for quarterly and YOY as well. Jack asked for a motion to approve. Mickey Schoenhals made a motion to approve. 2nd motion to approve was Alex Heartfield. The board approved the latest financials as of March 5th, 2020.

IV. Holiday Shopping Spree – Performance Update

Joseph Beruta provided the latest creative to review how the program works. Beruta reviewed the revenue by week for the holiday shopping spree at \$230,250 in revenue impact over the holiday season. Economic Development & the Chamber are discussing ways to version the \$25

cards by industry to further provide insights by industry category. Beruta covered revenue by industry broken out by QSR, retail, consumer services, & hospitality to better understand how money flows into these categories over the holidays. The next data set was the shopping spree winners who took their Chamber bucks and spent them in the marketplace. The chart showed categories of QSR, restaurant, grocery, retail, & hospitality. Retail by far was the largest spend category and J&N Feed & Seed had the largest spending happening at their location. 2nd best retailer was United. This helps us understand how we stimulate the holiday economy in Graham for the investment program support we give the Chamber's Holiday Shopping Spree program.

V. 2020 Young County Job Fair

Beruta reviewed the performance of the 1st Annual Young County Job Fair with 41 employers attending the event, 203 registered participants (community benchmark is 30-50 participants), 12% veterans (TVC's target is 3%), 85% from Young County/Graham, 5 confirmed hires as of March 10th. Two BOD members were at the event, plus Brandon Anderson with the City of Graham. How did participants know about the event: 59% social media, 13% street signs, 12% from email, 12% newspaper, & 4% radio. Beruta reviewed the table count and employer participants. Beruta reviewed the costs of creative & marketing for the event and the employer hospitality suite. Beruta discussed the gamification raffle for participants to win prizes and help with employer engagement. David Norman from Southern Bleacher discussed his experience at the event. They hired one participant and had 35 participant leads, and followed up with 12 of those leads. Chris Holland mentioned that the card stamp raffle for gamification is a common practice used at trade shows to support engagement efforts.

VI. The Retail Coach

Joseph Beruta, Economic Development discussed the partnership and service agreement with the board of directors. It's to support the Chamber and existing members, the Convention & Visitor Bureau, Economic Development, and the Graham Regional Medical Center with community data insights, business attraction, business retention efforts as well as existing business support for marketing & merchandise mix for the local economy to meet consumer demands. Economic Development reviewed the costs of the services, the split in costs among the different client organizations, timeline, & the phased approach. Jack Graham spoke about this engagement being much more than a report, but more of a consultancy engagement that will have interactions with our local business community and healthcare services to understand the 'bleed' or leakage going out of the community for services across industries. Mayor Neal Blanton expressed that Mike Kane from Onco Economic Development has had numerous experiences with The Retail Coach and speaks highly of their capabilities. There was dialogue among many board members about the process and how they will engage with our different industries. Bob Coleman asked about NCTC opportunities as well. Mayor Neal Blanton made a motion to approve the project for GEIC portion of total cost at \$18,100. 2nd by Chris Holland. The board approved the motion to move forward with The Retail Coach.

VII. Texas Rec – Relo & Consolidation

Beruta updated the board on the Texas Rec relocation of all production in the Graham facility over the next 36 months. As they make this move, Matt Iles has expressed a need for available affordable housing. Randy Saylor of Saylor Construction approached Brandon Anderson and I related to a 5-acre parcel, master-planned townhome community by Walmart as an opportunity to bring affordable housing to the area. In addition, Star Construction has started to purchase

lots for new construction, affordable homes in the \$100k range for options in the community. Texas Rec may need transportation within 18 months for getting employees to the Graham facility. Beruta discussed options with Sharp Lines and Star Transportation that could not facilitate that as an option for Texas Rec. The board asked to look at other employers that may want to go in together for transportation.

VIII. Graham ISD – Property Update

Jack Graham discussed the Graham ISD land at the last school board meeting to lobby for the GEIC to purchase this property. The school board was interested, but felt that property had complications given that Southern Bleacher representatives had a deed restriction on the sale of the property that needed their approval. The board has tabled this item until further notice based on future discussions with parties involved.

IX. Window Cling Project

Joseph Beruta discussed approaching Than & JB McCracken to provide window clings on the 400 block of Elm St buildings. He received approval from the owners to add window cling prototypes that provided our city branding to those windows to hide the storage, clean up the windows, and cover the disrepair on the inside of those buildings. It was discussed to add those to the furniture & appliance building as well for the next round. Mayor Neal Blanton suggested that we should not do the window clings unless we can clean up the exterior façade on the furniture & appliance building as well. The board agreed to move forward with price quotes for painting the façade in addition to the window clings for the building. Bob Coleman made a motion, David Norman made a 2nd motion. Board approved motion.

X. Other Business

Beruta discussed the latest activities with The Hayhurst Brothers and Voltage Coffee Project and the opportunity on Graham Downtown Square. More coming in the next board session.

Adjournment