

**North Central Texas Economic Development District (NCTEDD)  
Wednesday November 1, 2017 10:00 AM  
Regional Forum Conference Room  
North Central Texas Council of Governments  
616 Six Flags Drive, Arlington, TX 76011**

**Meeting Agenda**

- 1.) Welcome and Introductions
  - a. Sign in
  - b. Preferred method of contact
- 2.) Welcome New Board Member(s)
- 3.) Approval of Minutes
- 4.) Discussion of Work of the District and the Staff
  - a. Report from Media Committee Discussions
  - b. Sample Brochure Feedback
  - c. Sample Flyer Feedback
- 5.) Discussion on Monthly Reporting of Regional Economic Development Hours
  - a. Which form works best
  - b. How to complete the form
  - c. Importance of submitting the form each month
- 6.) Report on the Farmstead Project in Midlothian
- 7.) Discussion of NCTEDD FY 2017 – 2018 Program of Work
- 8.) Preparation of Partnership Planning Program FY 2018 Grant – Economic Development Support for Planning Organizations
- 9.) Discussion on Meeting Dates for 2018
- 10.) Adjournment

North Central Texas Economic Development District  
Summary of Entrepreneurial Activities

Month: September 2017

Agency: \_\_\_\_\_

Number of hours spent on Entrepreneurial activities: \_\_\_\_\_

Number of Entrepreneurial Contacts: \_\_\_\_\_

*Broken Down into the following:*

Facility Construction/Rehab: \_\_\_\_\_

Technical Assistance: \_\_\_\_\_

Infrastructure: \_\_\_\_\_

Planning: \_\_\_\_\_

Other: \_\_\_\_\_

Estimated number of jobs created: \_\_\_\_\_

Estimated number of jobs retained: \_\_\_\_\_

Estimated amount of private sector investment: \$ \_\_\_\_\_

Estimated amount of public sector investment: \$ \_\_\_\_\_

Estimated amount of EDA investment: \$ \_\_\_\_\_

Activity Notes:

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Signature Date

**Summary of Economic Development Activities**

Year: 2017

Month:

**Name:**

**Agency:**

Number of economic development contacts made(in-person, email, phone) \_\_\_\_\_

Hours spent involved with these contacts: \_\_\_\_\_

Please tell us the number of hours spent and/or contacts made in the following categories:

- Business development/Entrepreneurship \_\_\_\_\_
- Job Creation/Retention \_\_\_\_\_
- Workforce issues \_\_\_\_\_
- Planning/Engineering \_\_\_\_\_
- Education/Job Training \_\_\_\_\_
- Business expansion/new site location \_\_\_\_\_
- Business retention efforts \_\_\_\_\_
- Financing \_\_\_\_\_
- Transportation \_\_\_\_\_
- Legal/Legislative issues \_\_\_\_\_
- Zoning/Code Enforcement concerns \_\_\_\_\_

Activity Notes:

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**Signature**

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**Date**

North Central Texas Council of Governments  
**North Central Texas Economic Development District (NCTEDD)**  
616 Six Flags Drive, Arlington, TX 76011  
Regional Forum Conference Room  
Minutes: September 20, 2017

Lucille Johnson called the Nominating Committee meeting to order at 9:20. The Nominating Committee was composed of five NCTEDD Board members, Lisa McMillan, Warren Ketteman, Margaret Selid, Fred Schmidt and Craig Hulse, who had expressed interest in serving on the committee to recommend a slate of officers for the NCTEDD Board. Present at the meeting were Lisa McMillan; Warren Ketteman; Margaret Selid, and Fred Schmidt.

After discussing the resumes of Board members who submitted a statement of interest to serve in a Board officer position, a motion was made by Lisa McMillian and seconded by Warren Ketteman, to nominate the following:

- Marty Wieder as Chair; and
- Fred Schmidt as Vice-Chair.

The motion carried.

With no submissions from members to fill the officer position of Secretary, the committee reviewed additional Board member resumes to recommend a Secretary. After further discussion, a Motion was made by Margaret Selid and seconded by Lisa McMillian, to nominate Cassandra Carroll as Secretary. The motion carried. The meeting was adjourned at approximately 9:55 am.

At 10:00 am The North Central Texas Economic Development District (NCTEDD) Board was called to order by Lucille Johnson. She welcomed all in attendance and asked the nominating committee for their report. Lissa McMillian announced that they had nominated the following people for officers:

- Marty Wieder-Chair;
- Fred Schmidt Vice-Chair; and
- Cassandra Carroll-Secretary

Ms. McMillian called for a discussion, questions and any further nominations from the Board. Hearing none, Ms. McMillian made a motion to accept the officers recommended by the Nominating Committee, which was seconded by Board member Jenette Killingsworth-Espinosa. The motion carried.

Lucille Johnson turned the meeting over to the newly elected Chair, Marty Wieder, who entertained a motion to approve the minutes from the August 25, 2017 meeting. A motion to approve the Minutes was made by James Quick and seconded by Erica Sullivan. The motion carried.

Chairman Wieder then opened the floor for ideas and discussion about how the committee members saw the EDD proceeding. Topics discussed included:

- Capital Fund Grants: How the Committee could provide support/services
- How to plug into and support efforts such as the Amazon issue
- How the Committee could provide support regional grants efforts:
  - Notification Process for what is being submitted
  - Providing letters of support from the Committee
  - Policy position on supporting Economic Development in the region (Amazon)
- How to link to and reach out to others
  - Vehicles for promoting the NCTEDD
  - Developing a Committee Website
  - Developing a one-page informational piece on the NCTEDD for distribution to the region
  - Developing a Social Media presence with clearly defined goals and message.

- Efforts to reach out to the press
  - Compiling press contacts that the group and others already have.
  - Developing a Press release on the new NCTEDD
- Future Meetings
  - Frequency
  - Possibilities of meeting by conference call
  - Dates and times
- Gaps in Board representation

The following action items were noted during the discussion:

1. Continue to develop website plan.
2. Collect press contacts from members.
3. Press release to all new Board members for use and distribution.
4. Research mechanics and legal about providing members the ability to call into meetings.
5. Set up meeting for Nov. 1<sup>st</sup> at 10:00
6. At November meeting choose two dates to meet in 2018.
7. Create one page information/fact sheet for member to use to promote and educate about the Board.
8. The Committee agreed to a task force of Committee Members to look at the issue of developing a social media strategy (Margaret Selid, Mary Wieder & Fred Schmidt volunteer to spearhead this effort.)
9. Set up conference call to discuss developing a possible social media presence and clearly defined goals and strategies. (Margaret Selid, Mary Wieder & Fred Schmidt volunteer to spearhead this effort)
10. Explore support services for Capital Fund Grants.
11. Look at the Texas Review and Comment System (TRACS) type system to support those throughout the Region who may submit grants and develop a support letter for that purpose.


Chairman Wieder recommended establishing a meeting schedule of at least two meetings a year. The Committee established a consensus for the next meeting date and time: November 1<sup>st</sup> at 10:00 am. It was suggested that dates for 2018 meeting be considered at the next meeting.

The Committee requested that Lucille Johnson send out a list of areas where there was a gap in current Board representation.

Chairman Wieder volunteered to create a fact sheet for distribution to the public in response to others requesting or needing more information about the NCTEDD.

Chairman Wieder then explained that Lucille Johnson would be reviewing the orientation given at the first EDD meeting for those who were not able to attending that initial meeting. He explained that anyone was free to leave at that time.

After the orientation, the meeting was adjourned at 11:20 am.

  
\_\_\_\_\_  
Cassandra Carroll, Secretary  
North Central Texas Economic Development District

# EDD Board Attendance Sheet

Please Initial

Entity

	Campos	Orlando	Town of Addison
	Carroll (Secretary)	Kassandra	City of Waxahachie
	Clark	J.D.	Wise County
	Franza	Sheri	Rockwall Economic Development Corporation
	Havel	Janie	Office of the Governor
	Hillock	Mickey	Hillock Foods, Inc.
	Holzbog	Kevin	Bridgeport Economic Development Corporation
	Hubbard	Dr. John	Stephenville Economic Development Authority
	Hulse	Craig	City of North Richland Hills
	Jones	Scott	Navarro County and City of Corsicana
	Ketteman	Warren	City of Forney
	Killingsworth-Esp	Jennette	Little Elm Economic Development Cooperation
	Leerskov	Leslie	Navarro Small Business Development Center
	Loessberg	Rick	Dallas County
	McDonald	Judy	Workforce Solutions for Tarrant County
	McMillian	Lisa	Tarrant County
	Miller	Diana	Johnson County Economic Development Corporation
	Nelson	Marty	City of Ennis
	Quick	James	SMU
	Schleg	David	City of Dallas
	Schmidt (Vice Ch	Fred	Tarrant County College District
	Selid	Margaret	Dallas Regional Chamber
	Sims	Greg	4a Economic Development Corporation
	Steil	Dawn	Kaufman County
	Stelnicki	Tina	City of Murphy Economic Development
	Sturns	Robert	City of Fort Worth
	Sullivan	Erica	City of Denton
	Talley	Michael	City of Keene
	Thompson	Jack	Orasi Development
	Welmaker	Scott	City of Mansfield
	Wieder (EDD Chai	Marty	City of Grand Prairie
	Woodall	Jami	City of Lake Worth
	Wright	Karen	Dublin Economic Development Corporation
	Stellrecht	Danielle	WAKEFORD NCT

# Staff & Visitors Register

North Central Texas Council of Governments - NCTEDD Board Meeting  
November 1, 2017

## Name and Title & Department

## Local Government, Agency, or Affiliation

1. Name	John Doe	
Title: <b>Air Quality Planner</b>	Dept: <b>Transportation</b>	<b>NCTCOG</b>

**(Please Print)**

1.	✓	Name Althea Chackerten	Agency:
		Title: Workforce Career Pathways	
		Dept. Workforce Dev.	
2.	✓	Name Judy McDonald	Agency:
		Title: EV Air	
		Dept. Tarrant Co. Workforce	
3.	✓	Name JOHN HUBBARD / ASHLEIGH FENERBACHER	Agency:
		Title: E.D. SEDA	
		Dept.	
4.	✓	Name Anabel Cashio Soto	Agency:
		Title: BD Supervisor	
		Dept. WSNCT	
5.	✓	Name Robin Dalton	Agency:
		Title: Exec. Asst	robin@parkercountyledc.com
		Dept. Parker County EDC	
6.	✓	Name Kristen Pegues	Agency:
		Title: E.D. Coordinator	kpegues@weatherfordtx.gov
		Dept. City of Weatherford	
7.		Name	Agency:
		Title:	
		Dept.	
8.		Name	Agency:
		Title:	
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		Title:	
		Dept.	
11.		Name	Agency:
		Title:	
		Dept.	

**North Central Texas Economic Development District (NCTEDD) Board  
Meeting Minutes - November 1, 2017**

North Central Texas Council of Governments  
616 Six Flags Drive, Arlington, Texas

1. Welcome and Introductions

Marty Wieder opened the 11/1/2017 meeting of the North Central Texas Economic Development District (NCTEDD) at 10:00 am. He asked those present to introduce themselves. After introductions, Lucille Johnson, Assistant to the Executive Director of NCTCOG, explained that at the October meeting of the NCTCOG Executive Board, Kaufman County Judge Bruce Wood recommended Ms. Dawn Steil, Vice President of Terrell Economic Development Corporation, for appointment to the NCTEDD Board to represent Kaufman County – replacing him. The NCTCOG Executive Board approved Ms. Steil’s appointment, unanimously. Lucille introduced and welcomed Ms. Steil.

2. Approval of Minutes

Approval of the Minutes was delayed so that copies could be obtained. After copies were distributed, the minutes were approved unanimously upon a motion from Lisa McMillian, seconded by J.D. Clark.

3. Discussion of Work of the District and the Staff

Marty Wieder told the Board that Margaret Selid, Fred Schmidt, Lucille and he had met by telephone on Wednesday, October 25<sup>th</sup> to discuss ways to get the message out to the region about the District and to look over a copy of a flyer and brochure that Lucille prepared to discuss how best to tell the District’s story. He explained that the group liked the brochure idea, and copies of the brochure were distributed to the members for changes.

The Board discussed the brochure and flyer that are under development for NCTEDD outreach and public education. The suggested revisions will be included and presented at the next Board meeting. In the meanwhile, the Board was asked to submit any additional comments they have to Lucille, once they have had more time to review the proposed brochure.

Further discussions of public outreach and the development of knowledge and support for the EDD district, included the following topics:

- Education about the benefits of an EDD, including the possible provision of technical support, workshops, letters of support, etc.
- Sending representative to promote/explain the EDD District to other Boards and commissions in the community, such as: The North Texas Commission, the Mayor’s Board, the SBDC, and the Workforce Boards.
- More representation on the Board to fill the seats identified in the District’s Bylaws.

4. Discussion on Monthly Reporting of Regional Economic Development Hours

Lucille Johnson discussed the importance of reporting in-kind hours each month. She informed the Board that the annual \$70,000 dollars that EDA provides must be matched with in-kind contributions (excluding work on programs supported by other federal grants) in part from Board member activities. The members discussed and decided between two monthly tally sheets for reporting in-kind contributions. Lucille encouraged the members to use the selected form to report all in-kind hours for August and September.



5. Report on the Farmstead Project in Midlothian

Lucille Johnson briefed the Board on a project developed by a group of citizens called 360 Grassroots. The project, along Highway 287 in Midlothian, intends to develop entrepreneurial shops that promote arts and culture. She said that the group intends to ask EDA for a 1.25 million dollar grant and that the EDA has tentatively accepted their draft proposal. She explained that the project would not have gotten approval without a CEDS being in place. She encouraged Board members to check out the "Farmstead" Videos posted online.

The Board discussed how to show support for regional economic development projects. It was recommended that a letter of support, cover letter, and/or resolutions be developed for support of regional grant applications. A process that is consistent with elements of the strategic plan and goals of the CEDS and that summarizes the criteria for Board support, was also recommended.

The Board discussed surveying members for known projects before the next meeting and providing that list to the board. The NCTCOG Workforce department will also filter new projects to COG staff. Board members recommended providing an open topic on the agenda for discussing the projects.

6. Discussion of NCTEDD FY 2017 – 2018 Program of Work

Marty Weider encouraged discussion of how to start thinking about the coming year by handing out a list of six goals from Chapter 3 of the North Central Texas Comprehensive Economic Development Strategies (CEDS). He recommended the Board focus on these goals and encouraged the Board members to dive into Chapter 3 of the CEDS and come up with their top three priorities.

7. Preparation of Partnership Planning Program FY 2018 Grant – Economic Development Support for Planning Organizations

Lucille Johnson discussed the fact that a new grant would also be needed for 2018 funding. She explained that the District is currently operating under a one year bridge grant that will end on December 31, 2017 and that she is completing the EDA application process for a three-year grant that would take effect on January 1, 2018 and support the District's work for the next three years. She explained that as a part of the support from that grant, the District, based on the direction of the Board, could provide technical assistance, grant management, program training and other economic development activities to the region.

8. Discussion on Meeting Dates for 2018

The Board discussed the date and time for the next meeting and decided on a tentative date of January 5 at 10:00 am.

Marty Weider adjourned the Board at approximately 11:45 am.

I hereby certify that these minutes were approved by the North Central Texas Economic Development Board on January 5, 2018.

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Kassandra Carroll, CECD

Secretary-Treasurer, North Central Texas Economic Development District Board  
Economic Development Coordinator, City of Waxahachie