

North Central Texas Economic Development District (NCTEDD)
Virtual Zoom Webinar Meeting
August 2, 2021 | 10:00 AM

MEETING MINUTES

1.) Welcome and Introductions

Marty Wieder, President, opened the meeting at 10:01 and welcomed everyone to the meeting. He explained some ground rules for the meeting in reference to asking questions and for guests to utilize the chat function. Prit Patel took attendance.

2.) Marty introduced the following new Board members:

- a. Shea Hopkins, Vice President of Economic Development at the Granbury Chamber of Commerce
- b. John M. Smith, Town Administrator and Economic Development Director of Hickory Creek
- c. Ray Dunlap, President of Terrell Economic Development Corporation

3.) Marty asked for approval of the April 5, 2021, NCTEDD meeting Minutes.

Upon a motion by Jim Wehmeier, seconded by Jennette Espinosa, the minutes were approved.

4.) Guest Speaker, Stacey Webb, Economic Development Representative, Economic Development Administration

Stacey Webb gave a presentation regarding the American Rescue Plan Act (ARPA). She explained that the \$3 billion in ARPA funds received have been divided into six programs: (1) Statewide Planning, Research, & Networks - \$90M (2) Build Back Better Regional Challenge - \$1B (3) Travel, Tourism, & Outdoor Recreation - \$750M (4) Economic Adjustment Assistance - \$500M (5) Indigenous Communities - \$100M and (6) Good Jobs Challenge - \$500M. She explained that the Build Back Better Regional Challenge is the most complicated and is a group of 3-8 regional projects supporting industry clusters packaged together with one lead entity and consists of a Phase I and Phase II. Phase I is the concept that will identify various projects and partners with a due date of October 19th - funding of 50-60 Technical Assistance (TA) awards at/up to \$500k. Phase II are the implementation/construction grants and are selected from Phase I. To date there have been two national webinars and one regional webinar providing an overview of each program. Prit and Lucille will provide the schedule of webinars.

Lucille Johnson said that the Economic Adjustment Assistance (EAA) Program is the most flexible program and is the most competitive. Stacey reiterated that the money is expected to move quickly and to get your projects in quickly.

Marty thanked Stacey for her presentation.

5.) Comprehensive Economic Development Strategy Update (CEDS)

a) District Update – Prit Patel

Prit briefed the Board on the progress and activities on the CEDS 2021 Update. She explained the requirement to update the CEDS every five years and said that an important component to help identify goals and objectives for the CEDS is a SWOT analyses of the region. She further explained that because of the vast size and differing needs across the region, the region was divided into 10 Clusters to conduct the SWOT. She informed the Board that the Chairs and Vice-Chairs for each Cluster would be providing a briefing today from their Cluster meeting activities.

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b) SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis Cluster Reports

i. Education Cluster, Dr. James Quick, Chair

Dr. Quick, Associate Provost for Research and Dean of Graduate Studies, Southern Methodist University and NCTEDD Board member, explained that the Education Industry Cluster represents all levels from Pre-K through Masters. He said that a total of 60 participants were engaged in the Education Cluster SWOT analysis and explained some of the recurring themes: (1) Diversity – need for bilingual; (2) Emerging Technology; (3) Resource Challenges; (4) Affordability of higher education; and (5) Collaboration. The cluster emphasized that North Central Texas has a robust Pre-K through 12 university education system with lots of options for students and is workforce development oriented.

ii. Workforce Development, Kent Andersen, Chair

Kent Andersen, Account Executive, Workforce Solutions Greater Dallas, explained that the Workforce Development Cluster, which includes the three Workforce Boards in the Region – Workforce Solutions Greater Dallas, Workforce Solutions of Tarrant, and Workforce for North Central Texas - was formed during the work on the first CEDS document. He said that the three boards participated in the SWOT analysis this year. Kent shared that some of the strengths include: the overall strength of employment in the DFW region despite COVID; the Tarrant Board's strong relationship with the Military Base and Defense Contractors; and the very important piece to the Workforce Development Plan that includes attracting and recruiting. He explained that The Regional Workforce Leadership Council consists of Dallas, Fort Worth, Arlington, and Frisco Chambers, as well as the three Workforce Boards. It is a partnership for sector projects across the region in which they work together to pull resources and to build connections to employment. He gave Hurricane Katrina as an example.

Kent explained that some of the weaknesses identified were around public transportation and childcare. He also said that there is a need to focus on at risk young adults from ages 18-24 as an opportunity to connect them into stable careers. He explained that infrastructure, business recruitment and retention plan, legislation changes, and aging in workforce are threats for the cluster.

iii. Wise, Parker, Palo Pinto Counties (Cluster 1), Kevin Holzbog, Chair

Kevin Holzbog, Executive Director, Decatur Economic Development Corporation, explained that the major theme identified in is Cluster's SWOT is sustainability and growth. He said that the availability of land makes their area unique and explained that strengths were very prominent in their discussion. Kevin shared that some of the strengths included: thoroughfares Hwy 287, 380, I-35, etc. transportation connectors into the more densely populated area that are driving growth; regional health systems; available and affordable land; location and lack of traffic; and industrial infrastructure. He further explained that some of the weaknesses included: industrial infrastructure (funding); broadband infrastructure, transportation infrastructure; and affordable housing for young families. Opportunities identified included: continued job growth and residential growth; broadband development – ability of local small businesses to offer services online; and increased industrial investment job creation. Threats identified included gaps in affordable housing and water demand (both in cities and counties).

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iv. Erath, Hood, Somervell Counties (Cluster 2), Jeff Sandford, Chair

Jeff Sandford, Executive Director, Stephenville Economic Development Authority and NCTEDD Board member, said that Covid didn't really impact them with hiring. He explained some strengths included: strong rail and retail, tourism and attraction, and education resources. He mentioned that the weaknesses were lost jobs to the metroplex (for higher pay), talent retention, and affordable housing. Opportunities identified were tollway infrastructure, the Chisolm Trail Parkway, rail, field music and sports tourism, and economic development funding options. Threats included access to capital, a raise for new numbers to reach for new board members, and infrastructure for new business.

Before moving forward with the remaining Cluster Reports, NCTEDD Board Chair, Marty Wieder, noted that the meeting was running short on time scheduled and suggested that the meeting move forward with the remaining agenda items. Prit Patel said that the remaining Cluster reports could be presented at our next meeting. Marty thanked the Cluster Chairs who had spoken and the remaining Cluster presenters for their willingness to hold their presentations for the next meeting. Marty then directed the attendees to the remaining agenda items and called on the next item to be discussed.

6.) NCTEDD Board Member, Pamela Mundo Update: Entrepreneurial Training Tool

Ms. Mundo provided an update on the Entrepreneurial Training Tool. She stated that the PowerPoint is nearly complete and should be completed for review shortly within the next few months. She thanked everyone on the team who has contributed.

7.) NCTEDD Board Member, Mary Ann Moon: Post COVID Forum

Ms. Moon explained she, along with NCTEDD Board staff, were working to host a post COVID forum to discuss resiliency and pandemic lessons. She said that the plan was to host a forum in October; however, the need to wait and schedule a meeting, perhaps in February instead of the October timeframe was best. She extended the invitation to anyone who wanted to volunteer for the forum committee. She explained that the committee hopes to get together in mid to late August to begin planning for a new date.

8.) New Business

Marty stated that our next planned meeting is Monday, November 1st at 10:00 am. Marty asked if there was a need to have a meeting sooner. Lucille told the Board that, should they want one, another meeting could be scheduled before the November meeting, in particular, so that the remaining Clusters could complete their briefings. She added that should any questions regarding the EDA ARPA funding arise, Prit and she would be available to assist. Lucille also mentioned that the Economic Adjustment Assistance program is a great avenue for projects but that the money is limited and that applications need to be submitted soon.

The majority of the members present requested an additional meeting for early September or the end of August. Marty explained that Lucille and Prit will send out some dates.

Prit acknowledged an appreciation for all the members of the Clusters attending the meeting. She apologized for not scheduling enough time for each Cluster to present and assured them there will be an opportunity to present to the board at the next meeting.

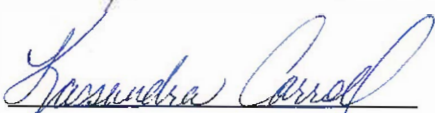
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Marty Wieder adjourned the meeting at 11:30 a.m.

ATTENDANCE:

Board Attendees:	Jim Wehmeier	Michael Grace	Guest Speakers:
Alexis Jackson	John Boswell	Michael Talley	Charles Houck
Bruce Payne	John Smith	Mickey Hillock	Kent Andersen
Bryan Haywood	Judy McDonald	Nika Reinecke	Kevin Holzbog
Chris Dyer	Kassandra Carroll	Orlando Campos	Suzy Lawrence
Chris Fuller	Kevin Shatley	Pamela Mundo	Lexi Woodward
Craig Hulse	Leah Clark	Ray Dunlap	Stacey Webb
David Schleg	Leslie D'Agostino	Robert Sturns	
Fred Schmidt	Lisa McMillan	Shane Shepard	NCTCOG Staff:
Dr. James Quick	Luis Tamayo		Lucille Johnson
Janie Havel	Dr. Maria Martinez-Cosio		Prit Patel
Jeff Sandford	Marty Wieder		Rick Norman
Jennette Espinosa	Mary Ann Moon		Jerri Watson

I hereby certify that these minutes were approved by the North Central Texas Economic Development Board on August 30, 2021.



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