

**EASTLAND ECONOMIC DEVELOPMENT, INC.
BOARD MEETING
January 8, 2024**

The Eastland Economic Development, Inc. Board of Directors met in the Commission Chambers at Eastland City Hall as scheduled, and notice was posted 72 hours in advance and prior to the meeting.

Members Present:

Board Member _____	Vicki Bradley
Board Member _____	Terry Slavens
Board Member _____	Matthew Crum
Board Member _____	Mark Pipkin
Board Member _____	Carolyn White

Executive Director:

_____ Tom Bailey

City Staff Present:

City Manager _____	J.J. Oznick
City Secretary _____	Roma Holley

Guests: Terry Simmons, Donnie Cate, Mike Barnes

I. Meeting Called to Order

Mark Pipkin called the meeting to order at 12:01 p.m.

II. Invocation and Pledge of Allegiance

The Invocation was offered by Terry Slavens and Matthew Crum led the Pledge of Allegiance.

Mark Pipkin recessed the meeting to order at 12:03 p.m. in order to eat lunch.

Vicki Bradley called the meeting to order again at 12:10 p.m.

III. Public Comment on any Subject not Listed on this Agenda
(Limited to Five Minutes Per Speaker)

IV. Finance Report

Donald Cate presented the report with the normal income and expenditures. He also noted the sales tax shows to be 2.8% higher than last year.

Terry Slavens made a motion, seconded by Matthew Crum, to approve the finance report as presented. Motion prevailed by the following vote:

Ayes: Crum, Pipkin, Slavens, White
 Nays: None
 Absent: None

V. Approve Minutes of the December 11, 2023 meeting

Matthew Crum made a motion, seconded by Terry Slavens to approve the minutes of the December 11, 2023 meeting. Motion prevailed by the following vote:

Ayes: Crum, Slavens, White
Nays: None
Absent: None
Abstain: Pipkin

VI. The EEDI Board of Directors May Discuss and Take Action on the Following Agenda Items:

1. Presentation by Mike Barnes Regarding EEDI Strategic Vision

Matthew Crum advised the board that he had explored several companies who focus on Economic Development and Strategic Planning. Mike Barnes Group is highly recommended and he asked them to come and make a presentation to the board showcasing what their company specializes in. He introduced Mike Barnes. Mr. Barnes stated that prior to forming Mike Barnes Group in 2005, he had successfully directed economic development agencies in Indiana, North and South Carolina, Ohio and Texas. MBG has provided services to more than 40 Texas communities.

Mr. Barnes stated that he looked at EEDI website and sees the Vision for Eastland Economic Development Inc is consistent with the definition Economic Development as defined by the International Economic Development Council: The Creation of Wealth. This wealth creation can be obtained by additional employment opportunities for a community's citizens and additional tax revenues by governmental entities enabling a higher level of services to its citizens. The goal is to establish an effective economic development program and keep it going.

Mr. Barnes continued giving more information about the different types of Economic Development and the different kinds of incentives. He spoke with the board about the types of industries and business they would like to see in Eastland. The board asked several questions and discussion followed.

Mr. Barnes shared the following information regarding how we move forward in the Economic Development of Eastland:

- Be Realistic – Perform a Community Assessment (CASS)
- Engage the Community
- Ensure Compliance with the Law
- Identify Realistic Business Targets
- Use Resources Wisely
- Hire the Best Affordable Staff
- Develop a Strategy
- Be Creative, Adaptive and Flexible.

Mr. Barnes stated that if EEDI decides to hire MBG, the first thing they would do would be to conduct a Community Assessment for Site Selection. MBG does a CASS that engages stakeholders through group and individual activities in identifying realistic assets and obstacles. From this activity of focus groups and individual interviews, a realistic set of assessments can be made. Stakeholders would participate in these Focus Groups enabling community members to provide opinions and feel engaged with the economic development effort. From the realistic assessment, business targets are identified as viable targets for the community. This is based on market analysis, location trends and community strengths.

- Move Forward with the CASS – Initiate the marketing of Eastland to those identified targets utilizing the identified methods from the CASS.
- Establish goals and timelines – Economic development does not occur overnight.
- Market Externally and Internally – Communicate with not only your targeted businesses, but also within your community. Let the community know the EDC is working diligently to grow the economy.
- Website – Needs to be kept current and informative.
- Become Engaged. Economic development is a TEAM effort.
- Be Creative, Adaptive, and Flexible.

Mr. Barnes expressed his appreciation for the time given to him and stated he is always available to answer questions.

Chairperson Vicki Bradley thanked him and stated that we will contact him if necessary.
No Action at this time

2. Executive Session in Accordance with Texas Government Code 551.0725
(Contract Negotiation)

Commence: 1:14 p.m.

Conclude: 1:41 p.m.

Mark Pipkin made a motion, seconded by Carolyn White, to allow Matthew Crum to contact Mike Barnes Group to negotiate and review a contract at the stated cost of \$25,000. Motion prevailed by the following vote:

Ayes: Crum, Pipkin, Slavens, White

Nays: None

Absent: None

VII. Executive Director's Report

Executive Director Tom Bailey spoke to the board about some things that are changing with First Financial Bank, regarding how funds are handled and managed. He stated this will not affect our accounts very much, but it is good information.

VIII. Adjournment

Carolyn White made a motion, seconded by Matthew Crum to adjourn at 1:50 p.m. Motion prevailed by the following vote:

Ayes: Crum, Pipkin, Slavens, White

Nays: None

Absent: None

Attest:

Approved:

Roma Holley, City Secretary

Vicki Bradley - Chairperson
EEDI Board