

DEVELOPMENT CORPORATION OF ABILENE, INC.
BOARD MEETING MINUTES
JUNE 25, 2013

MEMBERS PRESENT: Paul Cannon Scott Senter
Dani Ramsay Marelyn Shedd
Dave Copeland

STAFF PRESENT: Richard Burdine Kim Tarrant
Stan Smith

GUESTS PRESENT: Bill Ehrie, Abilene Industrial Foundation
Jason Smith, Abilene Chamber of Commerce
Chuck Zollars, retired
John Mangalonzo, Abilene Reporter-News

1. **CALL THE MEETING TO ORDER.** President Paul Cannon called the meeting to order at 1:41 pm with Paul Cannon, Scott Senter, in the conference room of the Abilene Laboratories, 1325 Pine Street, Abilene, Texas.
2. **APPROVAL OF MINUTES FROM THE JUNE 11, 2013, BOARD MEETING.** Scott Senter moved to approve the minutes from the June 11, 2013 board meeting. Dani Ramsay seconded and the motion carried.
3. **SALES TAX REPORT FOR JUNE 2013.** Richard Burdine reviewed this report. The sales tax rebate for June which represents April sales was \$827,413 for economic development. For the period of October through June, sales tax is 3.35% below last year and 5.33% above the projected FY13 budget amount.

NOTE: Marelyn Shedd and Dave Copeland arrived at 1:48 p.m.

4. **EXECUTIVE SESSION.** I hereby announce we are going into Executive Session pursuant to Texas Government Code Sections 551.071, .072, and .087 to consult with our legal counsel, discuss real property transactions, and discuss economic development negotiations involving a business prospect, as set forth on the agenda. Any vote or action will be taken in open session.

President Paul Cannon announced the date is June 25, 2013, and the time is 1:50 p.m. Later, President Cannon announced the date is still June 25, 2013, and the time is 3:24 p.m. No vote or action was taken in Executive Session. NOTE: Dave Copeland left the meeting at 3:17 p.m.

5. **DCOA STRATEGIC PLANNING SESSION.** Richard Burdine talked about public information and community relations regarding communicating what the DCOA does, to our citizens. There is a need to promote the rest of the Develop Abilene Team: Abilene Industrial Foundation, Chamber Military Affairs, and Texas Tech University Small

Business Development Center. Some things have been tried in the past but there does not seem to be any one thing that has worked very well.


People need to have a general understanding of what the Develop Abilene Team is doing and what is being accomplished. It's a matter of self-preservation of these programs. They need to know what is happening with the money and how it's benefiting them. Richard explained that he doesn't have the staff to take on such an enormous task.

Discussion continued on how the Develop Abilene Team needs more visibility and how to make the somewhat dry information more interesting. Also mentioned was how the DCOA doesn't get much coverage in the newspaper.

Several marketing options were suggested to promote the entire Develop Abilene Team. Bill Ehrie suggested that Steve Krazer make a promotional DVD like he has done in the past promoting Dyess AFB. Marelyn Shedd praised the AIF's quarterly newsletter. She received substantial positive feedback from fellow bankers after she shared it with them. She suggested the newsletter be emailed to all Chamber members. Scott Senter suggested using a "welcome" banner in the Five Points Business Park when a new company goes in there, as a visibility tool. Dani Ramsay stated that perhaps a marketing expert could help the DCOA be more relatable and that email is certainly the right method to use to reach the public. Paul Cannon agreed that getting an outside fresh marketing perspective would help.

In summary, all board members present agreed that new and fresh marketing strategies should be sought to better educate and communicate to the Abilene community about how hard the Develop Abilene Team members are working and how much they are accomplishing.

6. **ADJOURNMENT.** The next regularly scheduled meeting is July 9th at 4109 Vine St. For the July 23rd meeting, only Dani will be out. There being no further business the meeting was adjourned.



Paul Cannon, President