

YOAKUM ECONOMIC DEVELOPMENT CORPORATION

Meeting Date: March 20, 2000

The Yoakum Economic Development Board met on March 20, 2000. The meeting was called to order at 6:17. All members were present. Special guests were Mayor Mitchell Harbus, Bob Orr, and Ernest Gerlach.

I.

The meeting begin with Ernest Gerlach going over the draft on the Strategic Plan. After discussion on each major topic, the Board made the following recommendations:

COMMUNITY DEVELOPMENT/REVITALIZATION

A motion was made by Ken Kvinta to make goal 1 the highest priority. Tim Faulkner seconded the motion. The motion carried. Goal 3 in the section becomes the second priority, and goal 2 is the third priority.

ECONOMIC DEVELOPMENT

A motion was made by Dennis Kutach and seconded by Carroll Carter to go with the goals in the priority as listed on the draft of the plan. The motion carried.

EDUCATION AND WORKFORCE DEVELOPMENT

Tim Faulkner made a motion to set the priorities in the following order: 2; 1; and 3. The motion was seconded by Carroll Carter, and the motion carried.

COMMUNITY MARKETING/TOURISM DEVELOPMENT

Carroll Carter made a motion to prioritize the goals in the same order as they currently appear on the draft of the plan. Tim Faulkner seconded the motion. The motion carried.

II.

After the Board completed this task, Mr. Gerlach suggested a prioritization of the Objectives under each goal. After discussion of the objectives, the Board decided the following:

COMMUNITY DEVELOPMENT AND REVITALIZATION

Under goal 1, John Trott moved to place the importance of the objectives as 3; 4; 1; and 2. John Sanchez seconded the motion, and the motion carried. Under goal 2, Enhacing the Quality of life for citizens in Yoakum, it was decided that objectives 2 and 3 are long range objectives, but objective 1 is doable now and is being done to a great extent already. The objectives of the new goal 3 were not changed. Carroll Carter made the motion regarding goals 2 and 3, and Tim Faulkner seconded. The motion carried.

ECONOMIC DEVELOPMENT

John Trott made a motion, seconded by Dennis Kutach, to have goal 1's objectives to be ranked 2; 1; 3; and 4. The motion carried. The Board voted to leave the objectives under goal 2 in the same order as they currently appear in the draft of the plan.

EDUCATION AND WORKFORCE DEVELOPMENT

Goal 1, Identify trainers for the current and potential workforce, was left in the order in the plan. Dennis Kutach made the motion, seconded by Tim Faulkner. The objectives of goal 2 were also left in the same order as appears in the plan. Tim Faulkner made the motion, seconded by Carroll Carter. Under goal 3, John Trott made a motion to rank the objectives as 2; 1; and 3. John Sanchez seconded the motion. The motion carried.

COMMUNITY MARKETING/TOURISM DEVELOPMENT

Under goal 1, Creating a more positive image of Yoakum, the objectives will remain in the order listed in the draft of the plan. John Trott made the motion. Ken Kvinta seconded. The motion carried. Under goal 2, the objectives will also remain as listed. Dennis Kutach made the motion, which was seconded by Tim Faulkner. The motion carried.

III.

SUMMARY OF GOALS AND OBJECTIVES RANKINGS

The goals and objectives should be presented to the community forum and discussed. Mr. Gerlach also told the Board that the Action Items should be prioritized at the community forum. He stated that forum group should accomplish that task for this Board.

The Board set the community forum date for **April 17, 2000 at 6:30 at Hochheim Prairie**. By April 3, the revised plan should be sent by Mr. Gerlach to the City.

The meeting adjourned at 8:17 p.m.

Ken Kvinta, Secretary

TO: AL VESELKA, CITY MANAGER

FROM: KEN KVINTA

DATE: APRIL 14, 2000

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I have attached a copy of the minutes of the March 20, 2000, Economic Development Board meeting. I will not be able to attend the meeting on April 17, 2000.


APR 17 2000

ECONOMIC DEVELOPMENT CORPORATION MEETING, MAY 22, 2000

President Margie McMullen called the meeting to order at 6:37 p.m. All members of the Board were present except Carroll Carter. Ernest Gerlach and Bob Orr were present as advisors. City Manager Al Veselka, Mayor Mitch Harbus, and Economic Development Director Leonard Buscanyi were also in attendance, along with about 25 members of the general public.

Item 1:

Ernest Gerlach presented the revised Strategic Plan, which reflected the priority changes made by the Board at the meeting on March 20, 2000. Dennis Kutach made a motion to present the Plan to City Council. John Sanchez seconded the motion. The motion carried.

Item 2:

Committee Reports. Evelyn Miculka reported on the Education/Workforce Development Task Force committee survey. The survey was sent in March to review the skills and training needs in the community. 48% of the surveys were returned completed. The highest percentage of skills needed for small businesses is workers with office management skills. The committee recommends a Development Center for education of employees and that there be more communication between businesses and the community as to the needs of the businesses.

Dennis Kutach gave the Economic Development Committee report. This group also sent a survey to the community. The results were discussed. Two recommendations were made. First, the City should pursue purchasing the railroad property behind HEB. Second, the City needs to begin negotiations with the Dewitt Electric Coop to swap out service areas. Mr. Kutach also reported that the merger of the Economic Development Board and the Industrial Foundation is being discussed.

Gladys Jiral gave the Community Marketing/Tourism Report. A survey is being done with the users of the RV Park. From January to April, there were 107 campers. The group would like to set up a database of past campers for future mailings. Robert Kidd is working on a survey of the La Mancha guests as to why they happen to be in Yoakum. Dave Talbert is working on the Yoakum web site. Glen Blundell recently made a presentation to a House subcommittee on the designation of the Chisholm trail as an official travel trail. The George West homestead was also discussed as a drawing card for visitors. There is also a need for the Chamber of Commerce to work on travel brochures.

Christine Brown gave the Community Development/Revitalization report. The Main Street Program re-activation has been tabled. Ms. Brown reported that it was very difficult to re-activate. The plan will be for the community to take on these types of programs without the official Main Street designation. The Board was also updated on the three goals of the committee. A new housing development with a golf course was discussed along with a theatre. Ms. Brown also discussed the fact that the City Attorney was reviewing the legality of some of the City's zoning ordinances.

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The Board also recognized the presence of Connie Young of the Community Messenger at the meeting. The Board was also approached about the idea of forming a committee to take care of grant writing. Some names of citizens in the community with this type of experience were listed.

There being no further business, the meeting adjourned at 7:40 p.m.

Ken Kvinta, Secretary

**YOAKUM ECONOMIC DEVELOPMENT CORPORATION MEETING OF
JUNE 19,2000**

President Margie McMullen called the meeting to order at the Yoakum ISD Administration Building at 6:35 p.m. All members were present except Dennis Kutach.

City Council Report. Tim Faulkner reported that the City Council met on June 13, 2000, and unanimously approved the Strategic Plan. The Council voiced their appreciation of the work that had been done by the Board and the various citizen committees.

Task Force Reports.

- (A) *Economic Development.* No report was given, as Task Force Leader Dennis Kutach was not present.
- (B) *Marketing/Tourism.* Gladys Jiral reported that her group met on June 14. Ms. Blundell reported on the RV park survey and the follow up information that the group wanted to send to over 150 RV sites in the valley advertising Yoakum as a stopping point. The next meeting will be the second Wednesday in July. The trip to Smithville on June 29 was also discussed. Glen Blundell reported tonight about his visit with the Wagner family members about the George West home site off County Road 312. Gladys also reported that Dave Talbot is continuing his work on the Yoakum website.
- (C) *Community Development/Revitalization.* Christine Brown reported on this group's meeting held on June 12. The vacant building survey results showed 5 vacant buildings for sale. These buildings need to be photographed for the city's website. The proposed railroad park plan was discussed. The group is looking for a caboose and working on beautification grants and leases. Christine reported that she is still looking for a chairman for the Youth Objective program. Dick Witherite reported on his golf course expansion proposal. The current course will probably not be able to be expanded because of the adjacent property owners. The more likely scenario would be to acquire additional land for an additional course. Dick stated that Martha Leopold was checking with area theatres about forming an active theatre group in Yoakum. Finally, the City council will discuss some proposed language changes in the zoning ordinances at its July meeting. This task force will meet again on August 14. Ruth Carter spoke briefly about her efforts at downtown revitalization. Her group, as yet to be named, meets every Tuesday at 12 noon at the Leather Capitol. The group will be working under the Chamber of Commerce and will be similar to a retail merchants association.
- (D) *Education/Workforce Development.* Evelyn Miculka reported on her attendance at a workshop in Victoria. The purpose of the program was to give students career information. She discussed some of the

courses that businesses can be provided with. She wants to discuss these findings with the School Board. The task force will meet again on June 29 at 10:00 a.m.

Shirley Blundell talked about her newly formed *Grants Committee*. The group will meet at the Welhausen Library on June 22 at 9:30 a.m. Members are needed to get this new endeavor going.

President McMullen discussed with the Board that there would be no July meeting date, but that the Board would meet again in August. There being no further business, the meeting adjourned at 7:30 p.m.

Ken Kvinta, Secretary

YOAKUM ECONOMIC DEVELOPMENT CORPORATION
Meeting of August 21, 2000

President Margie McMullen called the meeting to order at 6:38 p.m. Charles Tounley, Director of the Cuero Economic Development organization was introduced as a special guest.

LCRA TARGET INDUSTRY STUDY

Mike Tolleson and *Amy Minzer*, representatives of LCRA Community and Economic Development Committee discussed a Target industry Study for Yoakum. This would consist of a four county analysis to focus on attracting manufacturing based jobs and commercial and retail development for the Yoakum area. This study would be completed sometimes in January. John Trott made a motion for the Board to permit LCRA to conduct this study. *Annie Rodriguez* seconded the motion. The motion carried.

PAYMENT OF BILLS AND EXPENSES

The Board next took up two expense items. The Board owes the City \$3,000 for the City's initial payment to UTSA for the Strategic Plan and its development. UTSA is owed \$1,150 as a final payment for their work on the Plan. Dennis Kutach made a motion to pay these two bills. John Trott seconded the motion. The motion carried.

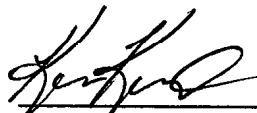
TASK FORCE ACTIVITY UPDATES

- A. Economic Development. *Dennis Kutach* reported for this committee. The City has Okayed getting an appraisal done on the railroad property as a step toward negotiations for acquisition of the property. The service exchange issue between the City of Yoakum and Dewitt Electric will be presented to the City Council at the September meeting. There will be a meeting of the Yoakum Industrial Foundation on September 22, 2000, for that Board to discuss merger with this Board.
- B. Education/Workforce. *Evelyn Miculka* reported for this committee. Sophomore student are being surveyed to gauge their interest in a Students in the Workplace Day. Harvey Schneider is working on guest lecturers in the schools and should have a report by January. John Fling is working on a demographic analysis for trainers for the workplace. The committee is researching the ideal of a community technical college for Yoakum. Brenda Westmoreland is researching the issue of occupational preparatory classes in the schools and whether or not the curriculum can be adjusted to include more of these types of classes. Janie Rudolph is researching a site for a development center. This committee meets regularly on the third Thursday of each month at the Yoakum I.S.D. Administration office.
- C. Community Development/Revitalization. *Christine Brown* reported that Cheryl McMullen is working on Main Street type research to lay the groundwork for re-enrollment in the Main Street program. Marie Jo Knippa

and Melvin Hairell have been compiling information on the city's vacant buildings to put on the city's website. The City is reviewing a beautification lease for the proposed railroad park. *Dick Witherite* reported that he is still looking for a chairman for youth activities. The goal of this committee would be to establish and maintain a youth calendar of activities. Golf course expansion accompanying a new housing development was also discussed. The City will review existing city ordinances on junked cars and weeds at its next council meeting. The committee has added a new objective of getting new playground equipment at all three existing city parks. *Ruth Carter* spoke on behalf of the Yoakum Business Alliance. The group will put on a Hospitality seminar and a Secret Shopper project. Downtown banners and highway signs were discussed. Ms. Carter also briefed the Board on the upcoming Market Days set for September 9, 2000, at the community center.

- D. Community Marketing/Tourism. *Gladys Jiral* reported on the Smithville trip and the tour of the West-Wagner home site. She will attend a marketing seminar in Brenham on September 14, which will be sponsored by the Texas Economic Development Board. The committee has been focusing much of their meetings on the development of the website. *Dave Talbert* demonstrated the new Yoakum website and gave the Board a virtual tour.

There being no further business, the meeting adjourned at 8:20 p.m.



Ken Kvinta, Secretary

**MINUTES OF THE
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS ANNUAL MEETING
September 25, 2000
6:00 P.M**

The Annual meeting of the Yoakum Economic Development Corporation was called to order at 6:10 P.M. at the Yoakum Community Center.

Present were President Margie McMullen and members John Trott, Annie Rodriguez, John Sanchez and Tim Faulkner.

Absent were Dennis Kutach and Ken Kvinta.

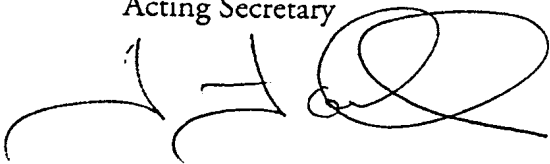
President McMullen explained the purpose of the meeting and that it was called for by the By-Laws of the Corporation.

John Trott made a motion to re-elect the present slate of officers, with a second by Annie Rodriguez. The motion passed with no opposition.

There being no further business, the annual meeting was dismissed at 6:16 P.M.

Submitted by:

Tim Faulkner,
Acting Secretary

A handwritten signature in black ink, appearing to be 'T. Faulkner', written over the typed name of the Acting Secretary.

**MINUTES OF THE
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
MONTHLY MEETING
September 25, 2000
6:30 P.M**

A meeting of the Yoakum Economic Development Corporation Board of Directors was called to order at 6:40 P.M. by President Margie McMullen.

Present were: President Margie McMullen, members John Trott and Tim Faulkner

Absent were: Dennis Kutach, Ken Kvinta, John Sanchez, and Annie Rodriguez.

After a welcome by President Margie McMullen, a presentation was given by Cynthia Martin of the Lower Colorado River Authority. Her presentation included background, purpose and organization of the LCRA.

Connie Kruse gave a report on a Shoppers Preference Survey conducted by the Yoakum Business Alliance. Ms. Kruse covered the thirteen questions survey in detail, giving responses and percentages for each item.

Fieldon Stevens gave a report on business owners "Texas Hospitality" training recently conducted by the LCRA. He gave highlights of the seminar and gave a preview of another seminar on October 23 for business employees.

Stevens also reported on three secret shoppers who visited 29 businesses in Yoakum in co-operation with the Yoakum Business Alliance.

A Main Street Report was given by Cheryl Marusek. Besides the update Cheryl explained the need for a Historical Zoning Ordinance to protect the integrity of the downtown area.

Each of the Task Force Chairpersons reported on their committees' progress – a brief summary of each:

Economic Development - The Chair was absent and a report was postponed.

Education/Workforce Development - Evelyn Miculka reported on the possibility of a grant from the Telecommunications Infrastructure Fund Board to develop community networking. This would be expanded and more accessible Internet access for the community, as well as other areas.

**YOAKUM ECONOMIC DEVELOPMENT BOARD
MINUTES OF MEETING OF OCTOBER 16,2000**

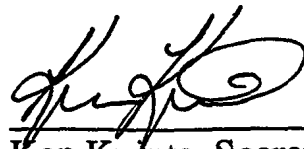
The Yoakum Economic Development Board met on October 16, 2000, at the Hochheim Prairie Conference Room. Margie McMullen called the meeting to order at 6:30 p.m. All members were present.

Brian McAuley, the Regional Coordinator for the Texas Independent Trail Region, showed a video entitled "Uniquely Texas". The film covered a five-point plan on tourism and heritage. Tourism is the third fastest growing industry in the state, behind real estate and petrochemicals. The largest group of tourists today is heritage and cultural tourists.

The second item of business was a Target Industry Analysis Progress Report by Amy Minzner and Mike Tolleson. They spent the day in Yoakum talking to five large employers, gathering data for their report. They will spend a few more days in town gathering more data. They are finding lots of diverse opinions among the employers on the various subjects. The Study should be finished by the end of November. The marketing program will be done by the end of January 2001.

The next item on the agenda was a presentation by Dr. Dick Mollicone, the Director of Workforce Development & Education for Victoria College. He briefed the Board on the services available to the business community. There are three areas of service: 1) Basic skills program; 2) Contract training; and 3) Continuing education programs. Dr. Mollicone also discussed the Employment Essentials Course that is a handbook for getting and keeping a job. This program could be used as a senior level course in high school. It stresses attitude, behavior, and basic competency skills.

There being no further business, the meeting adjourned at 7:45 p.m. The next meeting is November 20, 2000, at 6:30 p.m. at the City Council Chambers.



Ken Kvinta, Secretary

YOAKUM ECONOMIC DEVELOPMENT CORPORATION
MINUTES OF MEETING OF NOVEMBER 20, 2000

The meeting was called to order by President McMullen at 6:30 p.m. All members were present.

President McMullen appointed John Anthony Villa as chairman of the Rails to Trails Study Committee. Mr. Villa reported that he was appreciative of the appointment, and that he already had a few people interested in working with him.

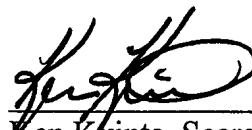
The next order of business was a report from Mike Tolleson and Amy Minzner of LCRA on the status of the Target Industry Study. They interviewed representatives of the 10 largest employers and 18 other business and community leaders. The interview results were discussed. Questions were taken from the audience. LCRA is still on course to complete the project by the end of January.

The Board then heard task force reports from the following groups: A) *Economic Development*. Dennis Kutach stated that his group had had no formal meetings since the last report to the Board. Many things are happening, according to Mr. Kutach, that were covered in other reports or that would be reported about in the future. An update was given as to the possible dissolution of the Yoakum Industrial Foundation. B) *Community Marketing/Tourism*. Gladys Jiral reported that the Web site is becoming more popular, and that the some e-mail inquiries are being sent to City Hall. C) *Education/Workforce*. Evelyn Miculka informed the Board that she has recruited three new members to her task force. The high school administration is looking into the possible addition of Dr. Mollicone's class as a part of the curriculum. This group will meet again on November 21. D) *Community Development/Revitaliation*. Christine Brown reported on her group's visit from the Seguin Main Street Director. The group was very motivated by the guest speaker. The group is working on a historical designation for downtown. This will have to be set up through the Historical Landmarks Commission. This will take a commitment from the City to hire a full time Main Street director. Dick Witherite presented the Board with a proposal from the Texas A & M University Architectural Department for a study of Front Street, the railroad property, and a small area of West Grand street. This study would create a master plan for re-developing this area of town. After some discussion, the Board decided to set a Special Meeting on December 7, 2000, at 6:30 p.m. in the City Council Chambers to discuss this proposed study. The Board was informed by Mr. Witherite that Professor Rodiek of Texas A & M would be in Yoakum on December 5, 2000, at 11:30 a.m. to tour the site area. All Board members would be welcome to meet him and ask questions at that time.

Before the close of business, President McMullen recognized the Task Force leaders: Christine Brown, Gladys Jiral, Dick Witherite, Dennis Kutach, and Evelyn Miculka with appreciation plaques. The Yoakum Herald-Times representatives were also recognized and given a plaque for their efforts in covering the Board's activities.



The meeting adjourned at 8:07 p.m.



Ken Kvinta, Secretary

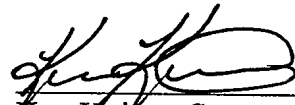
**YOAKUM ECONOMIC DEVELOPMENT CORPORATION
SPECIAL MEETING DECEMBER 7, 2000**

The Yoakum Economic Development Board held a special meeting on December 7, 2000, at 6:30 p.m. President Margie McMullen called the meeting to order at 6:33 p.m. All members were present except Annie Rodriguez.

Cheryl McMullen gave a report on the visit with Texas A& M professor Rodiek. The proposal includes a master plan for two city blocks of West Grand from Irvine to Front, as well as parts of Front and the adjacent Railroad property. Ms. McMullen recommended Board approval of the project. The results would include a master plan, as well as blue prints for individual projects. These blueprints would be invaluable in our pursuit of grants. Ms. McMullen reported that it was her belief that a private entity performing this service may charge the Board as much as \$100,000. Tommy Barre, who was also in on the meetings with Dr. Rodiek, also spoke in favor of the project. The cost of the project is \$21,000, with \$5,000 payable up front and the balance payable by the end of May, 2001, which is the project completion date.

John Trott moved to go forward and recommend to City Council to approve the expenditure of \$21,000 for the project. John Sanchez seconded the motion. Those voting for were: John Trott, John Sanchez, Dennis Kutach, and Ken Kvinta. Those voting against were: Tim Faulkner. The motion passed.

The meeting adjourned at 7:45 p.m.



Ken Kvinta, Secretary