



# AGENDA

## PANTEGO ECONOMIC DEVELOPMENT CORPORATION

November 12, 2014

TOWN COUNCIL CHAMBER  
1614 S. BOWEN ROAD  
REGULAR SESSION 7:00 P.M.

REGULAR SESSION 7:00 P.M.  
CALL TO ORDER AND GENERAL COMMENTS  
INVOCATION: Don Surratt, Director  
PLEDGE OF ALLEGIANCE

PRESIDENT'S WELCOMING COMMENTS  
PEDC MEMBER REPORTS/COMMENTS OF COMMUNITY INTEREST

### REGULAR BUSINESS

1. Executive Director Report
2. Approval of PEDC Minutes
  - October 22, 2014
3. Summary of Revenues and Expenditures
  - November 12, 2014

### CITIZENS OPEN FORUM

This is a time for the public to address the PEDC on any subject not on this agenda. However, in accordance with the Open Meetings Act Section 551.042, the PEDC cannot discuss issues raised or make any decisions on that subject at this time. The PEDC or an appropriate Town official may make a statement of factual information or policy on the subject in response to an inquiry by a member of the public. Issues raised may be referred to Town Staff for research and possible future action.

### DISCUSSION, REVIEW AND CONSIDER ANY ACTION AND/OR DIRECT STAFF ON THE FOLLOWING ITEMS OF BUSINESS:

4. Discuss, direct, and consider action on the cancellation of the November 26, 2014 and the December 24, 2014 meetings due to the Holidays.
5. Discuss, direct, and consider action on the creation of the Pantego Business Council.

### PEDC MEMBER INQUIRY

If a member of the PEDC makes a spontaneous inquiry about a subject not on this agenda, then the PEDC or an appropriate Town official may make a statement of factual information or policy in response to such an inquiry. However, in accordance with Open Meetings Act Section 551.042, the PEDC cannot discuss issues raised or make any decisions on that subject at this time. Issues raised may be referred to Town Staff for research and possible future action.

### ADJOURNMENT

### CERTIFICATION

Prepared and posted in accordance with Chapter 551 of the Texas Government Code, I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the outside window of a display cabinet at the Town Hall of the Town of Pantego, Texas, a place of convenience and readily accessible to the general public at all times, and said Notice was posted on the following date and time: Sunday, November 9, 2014 at 5:00 p.m., and remained so posted at least 72 hours before said meeting convened.

  
Julie Arrington, City Secretary

Auxiliary aids and services are available to a person when necessary to afford an equal opportunity to participate in Town functions and activities. Auxiliary aids and services or accommodations should be requested forty-eight (48) hours prior to the scheduled starting time by calling the City Secretary's Office at (817) 548-5852

Complete PEDC Agenda and background information are available for review at the City Secretary's Office and on the Town's website: [www.townofpantego.com](http://www.townofpantego.com)



**NOTICE  
of  
POTENTIAL QUORUM**

**NOTICE IS HEREBY GIVEN THAT A POTENTIAL QUORUM OF THE TOWN COUNCIL OF THE TOWN OF PANTEGO MAY BE PRESENT DURING THE REGULAR MEETING OF THE PANTEGO ECONOMIC DEVELOPMENT CORPORATION.**

**November 12, 2014**

**TOWN COUNCIL CHAMBER  
1614 SOUTH BOWEN ROAD  
PANTEGO, TEXAS**

**BEGINNING AT 7:00 P.M.**

Prepared and posted in accordance with Chapter 551 of the Texas Government Code. I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the outside window of a display cabinet at the Town Hall of the Town of Pantego, Texas, a place of convenience and readily accessible to the general public at all times, and said Notice was posted by the following date and time: Sunday, November 9, 2014 and remained so posted at least 72 hours before said meeting convened.

  
Julie Arrington, City Secretary





# Executive Director's Report

**To:** PEDC Board of Directors  
**From:** Matt Fielder, Executive Director  
**Date:** November 12, 2014

## **International Council of Shopping Centers (ICSC)**

The ICSC Texas Conference is being held November 12<sup>th</sup> through the 13<sup>th</sup>. The PEDC will have a presence at the trade show portion of the event.

## **Chamber events**

I attended the Governor's Small Business Forum, hosted by the Arlington Chamber, on October 29<sup>th</sup>, and served on a panel discussing site selection issues. I also attended the Chamber Foundation Board of Directors meeting on November 5<sup>th</sup>.

LOAN AGREEMENT RECEIVABLE DETAIL  
FOR FISCAL YEAR 2013-14

	<u>DR. JECKYLL</u>	<u>IT'S ALL GOOD</u>	<u>CROSS FIT #1</u>
Loan Payable including interest	\$ 20,827.32	\$ 17,590.60	\$ 7,146.76
COLLECTED IN FY 2013	<u>433.90</u>	<u>4,828.60</u>	<u>-</u>
OUTSTANDING	<u>\$ 20,393.42</u>	<u>\$ 12,762.00</u>	<u>\$ 7,146.76</u>
TOTAL DUE FY 2014:	\$ 4,867.34	\$ 7,657.20	\$ 2,680.03
<u>COLLECTED:</u>			
OCT	433.90	638.10	-
NOV	433.90	638.10	-
DEC	433.90	638.10	-
JAN	433.90	638.10	297.78
FEB	433.90	638.10	297.78
MAR	433.90	638.10	297.78
APR	433.90	638.10	297.78
MAY	433.90	638.10	297.78
JUN	433.90	-	297.78
JUL	25.05	-	297.78
AUG	-	-	297.78
SEP	-	-	297.78
O/S FOR FY 2014	<u>\$ 937.19</u>	<u>\$ 2,552.40</u>	<u>\$ 2,680.02</u>
TOTAL OUTSTANDING	<u>\$ 19,456.23</u>	<u>\$ 10,209.60</u>	<u>\$ 4,466.74</u>



## **PANTEGO ECONOMIC DEVELOPMENT CORPORATION**

To: President Bill Brown and PEDC Board Members  
From: Julie Arrington, City Secretary  
Date: 11/12/14  
Re: PEDC Minutes

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**Attachments: 102214 PEDC Minutes.**

Pantego Economic Development Corporation  
October 22, 2014

STATE OF TEXAS §

COUNTY OF TARRANT §

TOWN OF PANTEGO §

The Pantego Economic Development Corporation of the Town of Pantego, Texas, met in special session at 6:30 p.m. in the Council Chamber, 1614 South Bowen Road, Pantego, on the 22<sup>nd</sup> day of September 2014 with the following members present:

Bill Brown	President
Danny Lakey	Vice-President
Fred Adair	Secretary
Arsalan Gittiban	Treasurer
Don Surratt	Director
Gloria Van Zandt	

**Absent:**

Stephanie Springer	Director
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**Constituting a quorum. Staff present was:**

Matt Fielder	City Manager
Julie Arrington	City Secretary
Ariel Carmona	Finance Director
Chad Joyce	Community Development Director
Scott Williams	Public Works Director

**Also in attendance:**

None.

**SPECIAL SESSION 6:30 P.M.**  
**CALL TO ORDER AND GENERAL COMMENTS**

President Bill Brown called the meeting to order at 6:41 p.m.

**INVOCATION**

Treasurer Gittiban led the invocation which was followed by the Pledge of Allegiance.

**PRESIDENT'S COMMENTS**

President Brown announced the Halloween Carnival is this Saturday from 5:30 p.m. to 8:00 p.m. and the Lions will be there at 4:30 p.m. to set up.

**PEDC MEMBER REPORTS/COMMENTS OF COMMUNITY INTEREST**

None.

**REGULAR BUSINESS**

**1. Executive Director Report**

**Pantego Economic Development Corporation**  
**October 22, 2014**

Mr. Fielder informed the Board there were an estimated 9,800 guess, about 50 vendors, Run time did the race and estimated three times as many participants as last year. Council requested him to start discussions with Flair Events for a proposal for PantegoFest 2015. It will be held the same weekend September 25-27<sup>th</sup> at the same location. He has received feedback from some of the businesses and they did very well. Pantego Bay sold 22 kegs worth of beer and Saljo's stated it was their best Friday night. David's BBQ stated they did well on Saturday. There was discussion on the revenue and expenses as they compare to last year and on the vendors interest in returning next year. PEDC would like a list of people who provided donations for the Shop Pantego Bags to send Thank you cards.

The Arch lighting was damaged in the October 2, 2014 storm. The contractor charged the Town for the cost of the bulbs only and performed all repairs for free. There was discussion on obtaining a quote from them for the installation of the two LED strips and the Town purchasing the two strips and the control box.

Mr. Fielder provided pictures to the board of the storm damage at the park to one of the umbrella shade structures. There was discussion on installing a splash park in the area of the damage instead of repairing the structure and what to do with the fabric of the structure. President Brown stated the Lions Club could donate \$7,000 towards the installation of a splash park. There was discussion on the cost of installing a splash park and the impact of operating cost.

Mr. Fielder updated the Board on the latest business closings and a potential business moving in. Fabulously Frugal Resale Boutique is moving into the Lakewood Shopping Center from Irving, Texas. They sell vintage clothing and jewelry.

Mr. Fielder informed the Board he has been invited to speak at the Governor's Small Business Forum at the Arlington Convention Center. He explained the Governor's Office of Business and Tourism is hosting the event. The Texas Workforce Commission will attend the event and conduct breakout sessions.

Mr. Fielder gave an update on the various PEDC Loans and their status of payment.

**2. Approval of PEDC Minutes**  
• **September 24, 2014**

No comments.

Secretary Adair made a motion to approve the minutes as submitted. Vice President Lakey seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Lakey, Brown, Van Zandt and Gittiban.

Nays: None

Abstention: None

President Brown declared the motion passed unanimously.

**3. Summary of Revenues and Expenditures**

• **October 22, 2014**

Secretary Adair made a motion to approve the Expenses as submitted. Treasurer Gittiban seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Lakey, Brown, Van Zandt and Gittiban.

Nays: None  
Abstention: None

President Brown declared the motion passed unanimously.

#### **CITIZEN'S OPEN FORUM**

None.

#### **DISCUSS, REVIEW AND CONSIDER ANY ACTION AND/OR DIRECT STAFF ON THE FOLLOWING ITEMS OF BUSINESS**

**4. Discuss, direct, and consider action on the ICSC Texas Conference and Texas Deal Making Tradeshow located at the Dallas Convention Center November 12-14, 2014.**

Mr. Fielder introduced this item. The Texas Deal Making session is essentially the International Council of Shopping Centers tradeshow component to their conference. The Deal Making is all day Thursday, November 13<sup>th</sup>, and the morning of the 14<sup>th</sup>. Everyone who is in anyway involved in Commercial Real Estate from the financial side to the developer's side attends this trade show. President Brown informed the board each person is required to have a ticket at a cost of \$270 per person. If anyone wishes to go they are to let Ms. Arrington know so she can get them registered.

**5. Discuss, direct, and consider action on a plan to recruit new businesses.**

Mr. Fielder informed the Board the purpose of this item is to be more proactive and discuss a strategy for business recruitment by going after the retailers themselves and identify the desirable sites; such as the Del Taco, that are closed. One way is to purchase a subscription to Realty Track that lists every national chain that does business in Texas and provides the real estate contact for that company and states what they look for in a market. This is another option to recruit businesses. The cost of the subscription is \$750 annually but it is constantly updated on line. The Town has done this in the past with Braum's.

**6. Discuss, direct, and consider action on creating a Pantego Business Council designed for Pantego Businesses to meet within the Arlington Chamber of Commerce.**

Mr. Fielder reminded the Board of the discussions regarding the creation of this Council with the Arlington Chamber of Commerce. He suggested the Board obtain a list of Pantego Businesses, who are a member of the Chamber, and hold a meet and greet in order to recruit them into the Pantego Business Council. It was suggested to obtain businesses within the 76013 zip code and not just Pantego businesses. President Brown and Mr. Fielder will meet with Henry Lewczyk with the Arlington Chamber of Commerce on Friday to discuss. Vice President Lakey stated he has made arrangements with Pantego Bay to allow the Council to meet monthly on Mondays on the Patio of Pantego Bay.

**7. Discuss, direct, and consider action on the preparation of the Christmas Decorating Contest.**

Ms. Arrington educated the new board members to the procedures and purpose of this item. There was discussion on the historical lack of participation and the purpose of the decorating contest. The Board decided to lower the prizes by \$250 in each category and to change the categories from themed names to first, second, and third place. There was discussion on the deadlines. The judging of the contest will be conducted on December 13, 2014. Bill will discuss this item with Ms. Mundo to get the word out to the businesses. There was discussion on the

CRB circumstances last year and needing the help from PEDC. The PEDC Board will be responsible only for the Businesses this year.

- 8. Discuss, direct, and consider action on the attendance and participation of the Arlington Chamber of Commerce Christkindl Market event November 28, 2014 through December 21, 2014.**

President Brown informed the Board they were invited to share a booth at the Christkindl Market with the Arlington Chamber of Commerce. There was discussion on the length of the event and ideas that would work since the PEDC Board cannot be there all day every day. PEDC will provide a tri-fold of the Fast Facts to be handed out to attendees.

**PEDC MEMBER INQUIRY**

There was discussion with Mr. Williams on the tiles and recycled tire mulch that was on display at TML for playground flooring.

**ADJOURNMENT**

President Brown adjourned the regular session at 7:53 p.m.

**APPROVED:**

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**Bill Brown, President**

**ATTEST:**

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**Fred Adair, Secretary**



# **Memo**

To: President Bill Brown and PEDC Board Members

From: Ariel Carmona, Finance Director

Date: 11/12/2014

Re: PEDC Expenditure Approval

- 
- Summary of Expenditures and Purchase Requisitions over \$1,000 for board approval
  - Statement of Revenues and Expenditures for Fiscal Year 2014/2015

**Vendor Payment Listing 11/12/2014**

**Invoices submitted for approval:**

Landtech Systems Inc. Park Maintenance \$ 1,125.00

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Total \$ 1,125.00

**PURCHASE REQUISITIONS OVER \$1,000**

Christmas by Zenith Installation of lights at the tree in the park/ add flicker lights \$ 1,610.00

Total \$ 1,610.00

**Pantego Economic Development Corporation**  
**Construction/ Operating Fund Budget for Fiscal Year 2014/2015**  
**As of November 12, 2014**

	Budget FY 2014/2015	Actual FY 2014/2015
<b>ESTIMATED BEGINNING FUND BALANCE</b>	\$ 94,006	\$ 276,182
 <b>REVENUES</b>		
Sales Tax Revenue	318,104	-
Interest Revenue	500	-
Gas Royalty Revenue	750	-
Other Revenue	-	-
<b>TOTAL REVENUE</b>	<b>\$ 319,354</b>	<b>\$ -</b>
 <b>EXPENDITURES</b>		
<b>Professional Fees</b>		
Contract Services (Engineering & Legal)	\$ 2,500	\$ -
Professional Services (EDC Consultant)	36,000	-
<b>TOTAL PROFESSIONAL FEES</b>	<b>38,500</b>	<b>-</b>
<b>Marketing and Advertising</b>		
Arlington Chamber of Commerce	10,000	-
Miscellaneous Marketing and Advertising	15,000	200
<b>TOTAL MARKETING &amp; ADVERTISING</b>	<b>25,000</b>	<b>200</b>
<b>Activities</b>		
Seasonal Decorations(Tree Lighting)	8,500	-
<b>TOTAL ACTIVITIES</b>	<b>8,500</b>	<b>-</b>
<b>Maintenance</b>		
Landscaping and Improvements	20,000	79
Sprinkler System Maintenance	500	5
General Maintenance and Repair (Bldg & Park)	12,000	104
Statue Maintenance Agreement	4,050	-
<b>TOTAL MAINTENANCE</b>	<b>36,550</b>	<b>188</b>
<b>Other Training/Travel</b>		
Miscellaneous	3,500	809
<b>TOTAL OTHER</b>	<b>1,000</b>	<b>36</b>
<b>TOTAL OTHER</b>	<b>4,500</b>	<b>845</b>
<b>Projects</b>		
Unidentified Grants 2014	130,000	-
Pantego Arch Lighting	20,000	-
<b>TOTAL PROJECTS / INCENTIVES</b>	<b>150,000</b>	<b>-</b>
<b>TOTAL EXPENDITURES</b>	<b>\$ 263,050</b>	<b>\$ 1,233</b>
 <b>Transfer to General Fund (Adm. Fees)</b>		
	\$ (49,637)	\$ -
<b>Transfer to General Fund (Park Maint)</b>		
	(48,252)	-
<b>Transfer to General Fund (CRB &amp; PantegoFest)</b>		
	(17,500)	-
<b>Net Change in Fund Balance</b>	<b>\$ (59,085)</b>	<b>\$ (1,233)</b>
<b>Estimated Ending Fund Balance</b>	<b>\$ 34,921</b>	<b>\$ 274,949</b>

# TOWN OF PANTEGO

1614 S. BOWEN  
PANTEGO, TEXAS 76013

No. 1450

- INSTRUCTIONS TO VENDOR
1. PURCHASE ORDER NUMBER. Vendor must show purchase order number on all packages, shipping papers, invoices and relative correspondence.
  2. INVOICING. Send invoices in duplicate to:  
TOWN OF PANTEGO  
PURCHASING DEPARTMENT  
CITY HALL  
PANTEGO, TEXAS 76013
  3. TAXES. Municipality Tax Exempt  
Entity I.D. #T5-129109T

TO Christmas By Zenith  
3200 W. Bolt St.  
Ft. Worth, TX. 76110

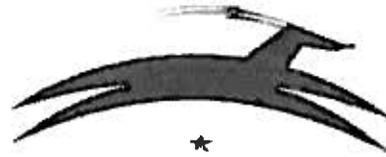
SHIP TO Pantego

DATE		ACCT #	DEPT.	PER		AMOUNT	
11/3/2014		903-5-000-716.00	PUBLIC WORKS				
QUANTITY		STOCK NUMBER / DESCRIPTION	PRICE	PER	AMOUNT		
ORDERED	RECEIVED						
		P.O. is for 50% of total cost for adding flicker lights (50) and changing the space of our current lights to 24". Install (500 C-7 lights) at tree in Park — Equipment & labor.	1610.00		805	00	
		* Remaining: 25% when installed & 25% taken down.	402.50 EA.				
					TOTAL	805	00

*Collins* 11/3/2014

*[Signature]* 11/3/14

APPROVED BY



**CHRISTMAS BY  
ZENITH**

**Holiday Proposal  
Presented To:  
The Town of Pantego**



**1614 South Bowen Road  
Arlington, TX 76013**



## This Purchase Program includes the following:

1. Christmas By Zenith will provide all material.
2. CBZ will install, service, takedown all decorations. Storage of all decorations upon client request at no additional charge.
3. CBZ will have staff onsite the evening of the event to make sure our install as well as product works properly.
4. CBZ will perform "checks" of your property twice a week. We will correct any problems found upon inspection that night or the next day.
5. CBZ will replace any lights that do not work properly, based on manufacturer or installation issues within the contract period at "Zero" charge to you.
6. Lights will be installed and tested prior to your event to ensure no issues with our lights and installation.
7. CBZ will need to meet with management prior to install to ensure adequate power.
8. All extension cords, fasteners, timers are included in the pricing attached and are property of Christmas By Zenith.
9. We are not to be held responsible for delays due to causes beyond our control. i.e. weather.
10. We are to be reimbursed by you for cost of repairing any damage done by others or acts of God to our completed work and materials.
11. CBZ is responsible for complete takedown of all lighting displays.
12. CBZ brings to you over 17 years of knowledge and experience.
13. We look forward to a bright Holiday Season!!



Date: October 13, 2014  
 To: Town of Pantego  
 1614 S. Bowen Road  
 Arlington, TX 76013

Quote # C1014020  
 Subject: Holiday Proposal  
 Project: City  
 Contact: Scott Williams  
 Email: [swilliams@townofpantego.com](mailto:swilliams@townofpantego.com)  
 817-617-3700

**QUOTATION**

Written acceptance of this quotation is to be received by us within a period of 30 days from the above date.

For labor, material, supervision & equipment necessary to furnish & install the following we quote the sum of:

**See Breakdown Below**

**Note: Christmas By Zenith will Install, Service, Take Down and Store For 2014 Season if Purchased. Taxes not included in the price below but will be charged if applicable.**

Large Tree in The Park:

- \* City Owned Lights C-7 LED- My recommendation is to replace the C-7 Wire with Green C-7 Wire STP-1 and space with 24 Inch Center Spacing.
- \* On The Large Tree it allows you to have a better looking Tree with the same or fewer lights.
- \* I also recommend 50 C-7 LED Lights that Flickers on and off to give the tree a Twinkle Look.

Purchase \$ 295.00

- \* To exchange C-7's form Old Wire to New Wire

Labor \$ 165.00

- \* Labor to Install 500 C-7 in Large Tree in Park (service during season to include Bucket Truck Driver and Operation).

Labor \$ 925.00

- \* Take down 500 C-7 Lights, package for storage, Bucket Truck Driver and Operation.

Labor \$ 225.00

- \* Note: If more or less than 500 C-7 LED Bulbs are required Prices will be changed up or down according to work performed.

TOTAL \$ 1610.00

~~50% \$ 805.00~~



NOTE: Electrical outlets must be available on roof and trees. Owner will be notified prior to start if additional are needed.  
TERMS: 50% Due by Oct. 1, 2014. 25% due at installation completion. 25% Due at takedown in January 2015.

ACCEPTED:

Firm: Town of Pantego  
By: Scott Williams  
Date: 11/3/2014

Respectfully Submitted:

Jim Ketchum  
Jim Ketchum



## PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members  
From: Julie Arrington, City Secretary  
Date: 11/12/14  
Re: PEDC Cancellation of the Holiday Meetings

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The PEDC Board meets the second and fourth Wednesday of the month. The second meeting in November falls the day before Thanksgiving, November 26, 2014, and the second meeting in December falls on Christmas Eve, December 24, 2014. This item is for the Boards consideration.

**Attachments: None.**



## **PANTEGO ECONOMIC DEVELOPMENT CORPORATION**

To: President Bill Brown and PEDC Board Members  
From: Matt Fielder, Executive Director  
Date: 11/12/2014  
Re: Discuss, direct, and consider action on the creation of the Pantego Business Council.

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Board President Bill Brown and I met with Chamber representatives to develop a plan to move forward with the creation of the Pantego Business Council as a division of the Chamber of Commerce. Their recommendation was to identify existing Chamber members, which has been accomplished. There are currently sixteen (16) in Pantego. Their second recommended task would be to host a focus group of Pantego businesses with the intention of determining what they would be looking for in such a group, in order to ensure that as we move forward, we provide a service of value to them. This focus group would consist of both chamber and non-chamber Pantego businesses. Following that, we would plan an event around a "Meet the Mayor" theme, in order to have a hook to attract businesses. We would then plan monthly or quarterly events to follow.

## **Arlington Chamber of Commerce - Pantego Business Council Development Discussion - 10/31/14**

### **MISSION OF THE ACC-PBC**

The Pantego Business Council of the Arlington Chamber of Commerce provides a forum for a diverse group of members with businesses in Pantego to:

- Raise the visibility of the business climate in Pantego; creating a sense of community
- Share business ideas and experiences
- To grow via local networking
- Enhance public and private development, through the promotion of community awareness, interaction in the community, and the education of citizens
- Grow the membership base and engagement of Pantego businesses in the Chamber

### **ACC-PBC Participation**

Membership to the ACC-PBC is open to businesses in the Town of Pantego who are business members (in good standing) of the Arlington Chamber of Commerce. ACC-PBC participation is reviewed annually to coincide with the Chamber's fiscal year.

### **ACC-PBC Activities**

ACC-PBC members receive benefits available at the respective level of membership at the Chamber. Additionally, Pantego Business Council members can participate in the following events:

- Learning from Pantego-specific marketing and research
- Small Business of the Year recognition
- Mornings with the Mayor
- Other events as recommended by the Chamber's Business Development Advisory Council and the Pantego Economic Development Corporation

## **ACC-PBC Potential Next Steps**

1. Chamber to compile a list of Chamber members in the 76013 zip code for PEDC to check against Pantego records. That group can form the foundation of the PBC and be used for recruitment of new members.
2. Chamber to prepare Focus Group Moderator's Guide. The focus groups will be conducted in the Town of Pantego Training Room amongst a combination of Pantego businesses who are current Chamber members, non-members and lapsed members (if any).
3. Chamber also provided an economic development tool found on the Tarrant SBDC site to evaluate and forecast economic factors, like demography, potential consumer spending and other variables. Tool can be refined to the geography of the Town of Pantego. This information could be used in the follow ways:
  - a. To identify gaps in businesses available in Pantego.
  - b. Forecasting for the town.
  - c. As a foundation for a "Morning with the Mayor," a current and future business profile could be a great presentation platform.
4. Establish dates for focus groups, Mornings with the Mayor, PBC and others.

Arlington Chamber of Commerce  
Pantego Business Council  
Focus Group Moderator's Guide  
October 31, 2014

**Purpose of Focus Groups**

The PEDC has determined the need to gather more general opinions, feedback and direction in the refinement and development of the Chamber's products and services to attract more Pantego businesses to the Chamber and enhance the ED climate of the community. The Chair would like to use focus groups of current members, prospects and lapsed members to refine thinking in relevant business areas.

The focus groups would be conducted at the Town of Pantego Training Room and attendees pre-screened to insure participation from all audience groups. As general information, focus groups are not intended as selling meetings; merely as informational to guide future recommendations. Each group will contain 8-12 attendees with a moderator and a few visitors (select PEDC Board Members and City Representation). The information below is formatted as a "discussion guide," not a series of questions to be asked. The moderator attempts to cover all areas of learning, but adjusts based on the responses of the attendees. Finally, please be aware focus groups are qualitative in nature. As such, the learning should provide "direction," not firm recommendations.

**Areas for Discussion**

1. Introduction of attendees/purpose of groups
  - a. Name, business, title/decision-maker, membership status, etc.
  - b. Determine reason they accepted the invitation
  - c. Pressing issues
2. General business issues they face – probe here
  - a. Current
  - b. Future
3. Knowledge of the purpose of a Chamber of Commerce
  - a. Hypothetical
  - b. Experience
4. General impressions of the Arlington Chamber of Commerce within Pantego
  - a. Value
  - b. Services

- c. Expectations
  - d. Benefits experienced
- 5. Why member of Chamber/or why not – depending upon status
  - a. When, how were you contacted
  - b. Decision criteria
- 6. Unique things the Arlington Chamber might offer a Pantego business – probe categories
  - a. Awareness
  - b. Events
  - c. Networking
  - d. Other
- 7. Evaluation of events attendee may have experienced
  - a. Pros
  - b. Cons
  - c. Suggestions for improvement
  - d. New program suggestions
- 8. Discuss three areas of Chamber “Access.” Probe what they mean, what they should deliver, expectations, interest level
  - a. Access to customers and community
  - b. Access to continuing education and training
  - c. Access to capital
- 9. Attempt to build relevant Pantego business development concepts and ideas from attendees.
- 10. Determine interest in the “new” programs – translation to membership and value.
- 11. Time permitting - show current Chamber materials to gain Pantego-specific feedback.
  - a. Directory
  - b. Flyers
  - c. Website
  - d. Other
- 12. Wrap-up, answer any questions, thank attendees