



AGENDA

PANTEGO ECONOMIC DEVELOPMENT CORPORATION

May 27, 2015

**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: Fred Adair
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
 - May 13, 2015

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:

3. Discuss, direct and consider action on marketing for Shop Pantego and PantegoFest.
4. Discuss, direct, and consider action on scheduling a June Meet & Greet for Pantego Businesses

SCHEDULES EXECUTIVE SESSION

The PEDC will convene in the City Manager's Office pursuant to the Texas Government Code for an executive session as follows:

- Pursuant to Government Code Section 551.071 Litigation Matters, to discuss pending or contemplating litigation, settlement offers, and other legal matters that implicates the attorney-client privilege – Loan Defaults.

Following the Scheduled Executive Session, the PEDC will reconvene in public session and may take any and all action necessary concerning the Executive Session.

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 by the following date and time: Sunday, May 24, 2015 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



**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.

May 27, 2015

**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, May 24, 2015 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: May 27, 2015

Park Improvements

Staff has obtained two quotes for the playground surfacing, and is meeting with a third vendor on May 28th to obtain the final one.

Chamber of Commerce

I attended the Chamber Foundation Board meeting on May 20th.

Ribbon Cutting

Timeless Treasures has scheduled a Ribbon Cutting for Saturday, May 30th at 12:30 p.m.



ANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Julie Arrington, City Secretary
Date: 5/27/15
Re: PEDC Minutes

Attachments: 051315 PEDC Minutes

STATE OF TEXAS §

COUNTY OF TARRANT §

TOWN OF PANTEGO §

The Pantego Economic Development Corporation of the Town of Pantego, Texas, met in regular session at 7:00 p.m. in the Council Chamber, 1614 South Bowen Road, Pantego, on the 13th day of May 2015 with the following members present:

Bill Brown	President
Fred Adair	Secretary
Don Surratt	Director
Gloria Van Zandt	Director

Members Absent:

Danny Lakey	Vice President
Arsalan Gittiban	Treasurer
Stephanie Springer	Director

Constituting a quorum. Staff present was:

Matt Fielder	City Manager
Chelsea Nelson	Support Specialist
Scott Williams	Public Works Director

Also in attendance:

Pam Mundo	Economic Development Coordinator
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REGULAR SESSION 7:00 P.M.
CALL TO ORDER AND GENERAL COMMENTS

President Bill Brown called the meeting to order at 7:00 p.m.

INVOCATION

President Brown led the invocation which was followed by the Pledge of Allegiance.

PRESIDENT'S COMMENTS

None.

PEDC MEMBER REPORTS/COMMENTS OF COMMUNITY INTEREST

None.

REGULAR BUSINESS

1. Executive Director Report

Mr. Fielder informed the Board the Park Row Construction is set to begin this week; however, the weather is causing delays. Flyers were sent to all businesses located on Park Row regarding an informational meeting for the property owners, property managers, businesses, and schools that

would be affected by the project; three representatives showed. The construction contract requires water service to continue throughout the project. The direction of the work was revised to begin on the Eastern side and work west. The materials will be staged within the worksite. There was discussion on the planned lane closures.

Mr. Fielder informed the Board of upcoming businesses in town. The Dairy Queen was scheduled to open on May 18th but have decided to open on Saturday May 16th instead. They have hired off duty police officers for traffic control. They tried to schedule a Ribbon Cutting for Memorial Day weekend and since have decided to reschedule for June. The emergency room clinic, Complete Care, construction is under way. The Family Dollar is also under construction.

Mr. Fielder advised Council has approved the budget amendment for the park improvements. He is working on obtaining quotes for the playground padding.

2. Approval of PEDC Minutes

- **April 22, 2015**

No comments. Director Van Zandt made a motion to approve the minutes from April 22, 2015. Director Surratt seconded the motion.

The vote was as follows:

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

Nays: None

Abstention: None

President Brown declared the motion passed unanimously.

3. Summary of Revenues and Expenditures

- **May 13, 2015**

The Board inquired on the deed copies expense. Secretary Adair made a motion to approve the expenses as submitted. Director Van Zandt seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Brown, and Van Zandt

Nays: None

Abstentions: 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 a proposal from the Star Telegram Newspaper regarding digital and print advertising.

Mrs. Mundo introduced Tobin Morgan and Amanda Onorato with the Star Telegram to discuss advertising options. Mrs. Onorato explained this is the same proposal from the last meeting; however, the options and costs were scaled down. She explained option one is online only advertising. The ads will use target words and geographical locations for the selection of ad recipients. There was discussion on the statistics and tracking availability of the search and the cost of a click being \$1 to

\$3 dollars. The Board discussed sharing the cost between Shop Pantego and PantegoFest and having the ad tie back to the website with a coupon. There was discussion on which page to tie the ad to and adding hyperlinks for the Shop Pantego and the PantegoFest websites.

There was discussion on option two regarding glossy inserts in the newspaper and their effectiveness. The Board inquired on the statistics regarding the inserts showing its effectiveness. Mr. Morgan stated the benefit to the insert is it is tangible, included with the grocery ads, and can be kept; however, there is not a good way to track the success unless there was a coupon. Mrs. Oronato stated the insert could have Shop Pantego on one side and PantegoFest on the other side giving the town two ads for the cost of one.

Option three gives both, the insert and more digital advertising. There was discussion on how they obtain the email addresses for the e-mail blast and on the cost of the direct mailer used for PantegoFest 2014. There was discussion on the information to include in the advertising, Council's involvement, and the timeline for creation and launch of the advertising. The Board set their deadline for the first meeting in June for a decision and discussed how to bring the businesses on Pioneer Parkway into the advertising opportunity. The Board directed Mr. Fielder to present these options to Council for cost sharing and place it on the next PEDC meeting for a decision.

5. Discuss, direct, and consider action on the involvement of PEDC and options for marketing at PantegoFest 2015.

Mrs. Mundo suggested a coupon for the businesses and presented a sample for the Board to review. The total cost for 1,000 copies is \$130.00. The idea is to take the sample to the local businesses offering them the opportunity to have the coupon printed at Sign-a-Rama for this same cost. There would be additional charges for art work if the business does not have available artwork. There was discussion on the shopping bags used last year for PantegoFest and ordering more. The Board requested to have a discussion on ordering the bags at the next meeting. Mrs. Mundo explained this would be a sample and the coupons would be inserted into the shopping bags in an effort to have more participation in the shopping bags. There was a consensus of the Board for Mrs. Mundo to discuss this item with the local businesses.

6. Discuss, direct, and consider action on changing the dates and times for the PEDC meetings.

Mr. Fielder introduced this item to the Board stating there have been several inquiries to the need of two meetings a month. There was discussion regarding the start time and cancelling the meetings if there is not a need for a second meeting and leaving the schedule as it is.

PEDC MEMBER INQUIRY

Director Van Zandt complimented the Public Works Department for cleaning up the cul-de-sacs near her home.

ADJOURNMENT

President Brown adjourned the regular session at 8:19 p.m.

APPROVED:

Bill Brown, President

ATTEST:

Fred Adair, Secretary



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Matt Fielder, Executive Director
Date: 5/27/2015
Re: Discuss, direct and consider action on marketing for Shop Pantego and PantegoFest.

The purpose of this item is for staff to report on the Council discussion on joint marketing efforts for PantegoFest, as well as marketing Shop Pantego at the event.



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Matt Fielder, Executive Director
Date: 5/27/2015
Re: Discuss, direct and consider action on scheduling a June Meet & Greet for Pantego Businesses.

This item was placed on the agenda at the request of Board President Bill Brown.