

CITY DEVELOPMENT CORPORATION OF EL CAMPO
Board of Director's Workshop and Goal Review
August 19, 2009

Board Members Present: Gwen Willis, Wesley Lange, Alan Heskamp, Bobby Perez, Randy Collins

Staff Present: Chandra Spenrath, Executive Director; Jessica Thane, Executive Assistant

1. President Willis called the Workshop to order and noted a QUORUM at 8:21 am.
2. Board Member Orientation
 - Duties of Board Members
 - Responsibilities of Executive Director
 - Responsibilities of Board of Directors
 - Responsibilities of Board President
3. Goal Development/Prioritization for FY 2009-2010:
 1. Further develop the Business Retention and Expansion program to help existing businesses grow and prosper.
 - a. Design BREP survey
 - b. Complete survey with 30 businesses
 - c. Develop needs analysis based on survey information
 - i. Workforce training needs
 - ii. Workforce skills needs
 - iii. Opportunities for economic incentives/grants to present to the board.
 - d. Provide 1200 training hours for the business workforce.
 2. Expand on efforts to recruit new jobs and new residents to El Campo.
 - a. Be responsible for 10 new primary jobs
 - i. Identify from BREP survey potential new businesses
 - ii. Vendor/supplier analysis
 - iii. Follow Up/Cold Call at least 15 prospects
 - iv. Host 5 site visits
 - v. Assemble a site selection team of local professionals
 - b. Create 2 professional marketing tools showcasing QOL
 - i. Complete video production of El Campo
 - ii. Complete a quality brochure targeting new residents
 - c. Help facilitate 20 new residents moving to El Campo
 - i. Develop working relationship with Fluor, STP, Bayer and Kendleton rail yard HR/relocation specialists
 - ii. Create "talking points" touting quality of education to distribute to board member and community leaders
 - iii. Pursue possible craft training opportunities with Fluor
 - iv. Distribute promotional materials to 100 potential residents.

- v. Continue efforts to establish El Campo as a certified retirement community.
- 3. Enhance internal/local communications strategy to make community more aware of CDC's programs, services and successes.
 - a. Get CDC logo in front of the community.
 - b. Develop 3 "talking points" promoting CDC and encourage board members to utilize.
 - c. Give 4 speeches to local organizations touting CDC.
 - d. Issue 3 press releases touting CDC.
 - e. Continue to attend civic, social and political events on behalf of CDC.
- 4. Explore ways to develop new housing opportunities in El Campo.
 - a. Facilitate the construction of 6 new single family dwellings in El Campo.
 - i. Work with Planning & Zoning to determine locations for new housing.
 - ii. Solicit from local realtors ideas on providing local housing options.
 - iii. Recruit investors and/or developers to build single family dwellings.
- 4. President Willis Adjourned the meeting at 12:11 pm.