

CITY DEVELOPMENT CORPORATION OF EL CAMPO
WORKSHOP
September 7, 2012

Board Members Present: Kinnan Stockton, Wesley Lange, David Allgayer, Larry Russell

Staff Present: Chandra Spennath, Executive Director; Rebekkah Jones, Executive Assistant

Others Present: Mindi Snyder, City Manager; Judge Randy Clapp, Mediator

It is five years into the future and El Campo is featured on the cover of Texas Monthly Magazine.

- A. What headlines would be featured?
 - 1. El Campo Has Figured "It" Out!
 - 2. Downtown El Campo Beats Fredericksburg!
 - 3. El Campo Opens Convention Center and Hotel or "Destination Jewel".

- B. What would the stories/successes be?
 - 1. Commuter Rail
 - 2. Recreational Reservoirs and Waterpark
 - 3. NAFTA Warehousing
 - 4. Natural Gas vehicle Pilot program
 - 5. Free Parking (Tear Downtown Bldgs. and expand for Downtown/Downtown Entertainment)/Redevelopment
 - 6. New Natural Gas electric generating facility
 - 7. Hotel at Civic Center (Embassy Suites) with a Restaurant
 - 8. Lonesome Dove Hunt

Items to talk about and discuss:

- LCRA Reservoir (why there is not one on the west side of the river?)
- United Ag and using Natural Gas
- Natural Gas and Coal Fire Plants (including site selection.)
- A need to discuss Natural Gas and its possibilities
- Revitalization Program (Dollars to go Downtown; sidewalks, parking, awnings, etc.)
- Purchasing property next to the Civic Center.

**Wesley is going to organize a tour at the facility with large ship engines.

Add to Strategic Plan:

- Long-term Goals under Section 5. (To encompass 5 year strategies and goals/transparency)
- Five year Strategies and Goal Ideas:
 - A. Natural Gas
 - 1. Electricity Generation
 - 2. Vehicles
 - B. Hotel at Civic Center
 - C. Water Park/Reservoir
 - D. Downtown Parking/Free Parking (Purchase; Possibly selling later to investor.

**Important to identify players, sources, interested players, criteria, and possible barriers with possible solutions.

Advertising:

- Duck's Unlimited Magazine (costs of article and ad/spread.) Possible Branch office in El Campo-contact Executives.
- Look into other magazine.
- Billboards (possibly one from Judge Randy Clapp)