

MINUTES
ENNIS ECONOMIC DEVELOPMENT CORPORATION
CITY COMMISSION CHAMBER
CITY HALL, 115 W. BROWN
TUESDAY, MAY 9, 2017
4:00 P.M.

1. Call to Order (4:02 Pm CST)
2. Roll Call
 - a. Board Members Present: Thomas, Abram, Glaspy, Montgomery, Juenemann, Haupt, Newsom
 - b. Staff Present: Nelson, Dixon, Wade, Colunga
3. Pledge of Allegiance was recited and the Invocation offered by Mr. Nelson.
4. Consider approving the minutes of April 11, 2017.
 - a. Motion by Juenemann; 2nd by Abram to approve the minutes of April 11, 2017.
 - i. 7 Ayes
5. Citizens Request for Public Hearing
 - a. No citizen addressed the Board.
6. Finance Review
 - a. Current finances were reviewed
 - b. FY18-19 Budget "draft" was presented by staff. The EDC budget is not official until approved by both the EDC Directors and City Commissioners.
 - c. Community Improvement Plan update
 - i. EcDev related projects were discussed and reviewed. Not in any particular order.
 1. North Sonoma Trail, South Sonoma Trail, Portal Monumetns, Downtown Infrastructure, Ennis Avenue, UP Safety Zone, North Plaza, South Plaza, Main Street Mall, Knox Street, Brown Street and Welcome Center.
7. Economic Development update
 - a. Communications and Marketing update
 - i. Branding Campaign is due for a site visit by "Chandler Thinks" the week of 6/5/17. The site visit will include 15-30 individual interviews and 3-4 focus group discussions.
 - b. Tourism update
 - i. Bluebonnet Trails & Festival close-out report was presented.
 1. Activity at the CVB included 6,908 visitors and 2,365 phone calls
 2. 14,828 maps were distributed reaching approximately 44,484 people.
 3. Web site analytics: 245,410 page views with 192,519 unique page views.
 4. Title Sponsorship by Ennis Regional Hospital
 - i. 1,767,855 views, reaches, impressions, clicks, shares and mentions.
 - c. Main Street update
 - i. Future Events and Activities
 1. Roger Brooks video "20 ingredients of a successful downtown" Monday, May 8th.
 2. Farm Fresh Dinner and Dance is Friday May 12th.

3. Polka Festival is May 26th, 27th and 28th.
 4. Pivo Pavilion is a new activity and enhances the downtown polka festival experience.
 5. Blues on Main (Unity 1 Summer Music Festival) is June 10th.
- ii. Farmers Market
 - iii. Main Street Midway (MSB Fundraiser) the event grossed \$166,000 and raised \$24,900 for the Main Street 501c3.
 - iv. Lights of Ennis (Roof Top Lights) options are being discussed to replace the roof top lights with a better type of light and more durable system.
- d. Industrial Development update
- i. Project Price Distributing is approved and waiting on the land sale to close.
 - ii. Potential Site Visits are with Project Citadel, Project Kim Weins, Project Green and Project Star Lord
- e. Downtown Development update
- i. Minnie McDowal Park is in construction with completion mid summer.
 - ii. Welcome Center is under consideration as part of the CIP.
 - iii. Project Plaza P3
 1. North Plaza is under active negotiation
 2. South Plaza is under active negotiation
 - iv. Project Demolition will be underway the week of June 5.
 - v. Project Demolition II will be under way by the end of June.
- f. Commercial/Retail Development update
- i. Recruiting several site selectors are actively looking at sites in Ennis.
 - ii. Property acquisition is underway looking at several property for future development.
 - iii. Kaufman Development District Board of Directors
 1. Nominate EDC Representative
 - I. Phil Newson accepted nomination for EDC Representative.
 - a. Motion by Glaspy, 2nd by Haupt to accept Phil Newson as EDC Representative for the Kaufman Development District Board.
 1. 7 Ayes
 - iv. TIRZ#2 update. The board of Directors are scheduled to meet May 11th.
 - v. Realtors Conference and Strategy. EcDev intends to schedule another conference in the fall.
 - vi. IH45 X-Ramps are being discussed with TxDOT and a special advisory team led by ITS.
- g. Residential Development update
- i. Spyglass Ground Breaking is May 12th.
- h. Workforce Development update

8. Actions:

9. Meeting adjourned at 5:07 pm CST.



 RUSSELL R. THOMAS
 Secretary