

## **Development District of Central Texas**

Board of Directors Meeting

Killeen Workforce Center

300 Cheyenne

Wednesday, December 2, 2004

9:30 a.m.

### **Board Members Present:**

Barbara Simpson – Coryell County

Otis Evans – Wesleyan Homes

Marcia Dyer – San Saba County

Dora Miller – San Saba County

Cindy Stafford – City of San Saba

Sam A. Listi – City of Belton

J. W. Perry – Bell County

Ernest Wilkerson – Killeen Chamber of Commerce

Scott Cosper – City of Killeen

Dawn Orange – Salado Chamber of Commerce

Kathy Gilmore – Bell County

Ira Brand – Coryell County

### **Others Present:**

Leo Sullivan – Small Business Development Center

Marcus Carr – Central Texas Business Resource Center

Cynthia Hernandez – CTCOG

Shannon Mattingly, AICP – CTCOG

## **Minutes**

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1. The meeting was called to order at 9:38 a.m. by Sam Listi.
2. There were no public comments.
3. Sam Listi introduced Marcia Dyer to the Board of Directors. Ms. Dyer has been appointed to the Development District of Central Texas Board of Directors and will represent San Saba County.
4. Dawn Orange reported that the recommended slate of officers for 2005 are as follows:
  - Chair - Sam Listi
  - Vice Chair - Kathy Gilmore
  - Treasurer – Denice Doss

Cindy Stafford made a motion to approve the slate of officers. Dora Miller made the second and the motion passed unanimously by the Board of Directors.

5. Sam Listi welcomed Leo Sullivan with the Small Business Development Center from Waco. Mr. Sullivan began with discussing the experience their SBDC has had with Council of Governments. Mr. Sullivan went on to explain that the SBDC is hosted by the McLennan Community College and serves the counties of Bell, Bosque, Coryell, Falls, Hill, Johnson and McLennan. The SBDC funding comes from the Small Business Administration, the State of Texas (to the college), and partnerships with other resources such as Copperas Cove EDC. Services provided by the SBDC include counseling and workshops. The counseling provided is at no cost to the client and is confidential. The areas they deal with in counseling can be anything from start up issues such as: permits, licenses, marketing, patents trademarks, record keeping etc. These subjects are also addressed in their workshops. Mr. Sullivan stated that of the number of people they counsel, an estimated 50% will return several times to discuss small business issues. The SBDC holds about 35 workshops a year. These workshops are about 3 hours long and are usually held in the evening. Workshop topics range from a Management Series to Business Plan Development, Record Keeping etc. Mr. Sullivan explained that Copperas Cove gives the SBDC grant money to the extent where there is no charge to the attendees. In Waco the fee is about \$30 a class. Mr. Listi asked if the SBDC was getting many inquiries from the Bell County area. Mr. Sullivan said that 10% of their appointments are from the Temple area, clients from the Belton, Harker Heights, Killeen, Copperas Cove region are going to Copperas Cove. Mr. Sullivan stated that as a government funded entity they are not allowed to aggressively advertise. Mr. Perry wanted to know of the clients the SBDC has assisted in the last year, what is the highest and smallest number of employees they have had. Mr. Sullivan indicated that 99% of the businesses in the United States are classified as a small business, (depending on sales and other factors) according to the Small Business Administration. The majority of businesses receiving assistance from the SBDC are micro-businesses (1 to 20 employees). Most of the first time clients are in the start-up mode and do not have employees yet. Mr. Sullivan stated that the SBDC is a resource to guide people, they do not have a revolving loan fund. Cindy Owens asked if clients looking for funding should set up a counseling time or attend a class first. Mr. Sullivan encouraged clients to go to the classes to get an overview so they can be better equipped to be prepared to understand what they are up against. Mr. Sullivan ended his presentation by presenting a book, *40 Strategies for Winning in Business*, by Bud Haney and Jim Sirbasku to the DDCT. Additionally, Mr. Sullivan provided the DDCT staff with a copy of three different workshop curriculums and said that copies can be made and distributed if needed. Ira Brand stated that he has attended about five of the classes held in Copperas Cove and explained that the SBDC brings in outside resources for the workshops. Sam Listi thanked Mr. Sullivan for his presentation.
  
6. Sam Listi introduced Marcus Carr a representative from the Central Texas Business Resource Center. Mr. Carr is the Director of the Business Resource Center (BRC). This organization provides high quality business counseling and training to anyone who wants to start or expand a business. This assistance includes the following: providing information about financial resources for businesses, help with business planning tools and training, marketing and promotional assistance, financial reporting assistance, counseling on business structures and tax responsibility, employee hiring and payroll procedures, government contracting and designation as enrollment of a minority owned business. This assistance also includes referring customers to outside resources that are appropriate and not within the scope of the BRC. This is a non-membership organization that primarily serves the west Bell County area, but

is dedicated to providing assistance to anyone who seeks their services. The BRC is locally funded and is supported by the Central Texas Workforce System, Central Texas College, and the Killeen Chamber of Commerce. Mr. Carr discussed the staff and their experience. The BRC Steering Committee, comprised of each of the contributors, ensures that they provide high quality business assistance and that they continue to do that and deliver it to an economically stable and growing community with current programs that are in place. The primary focus of the BRC is on services and training curriculum recommendation. Mr. Carr talked about the Fast Track Community Development Program. This program is being offered primarily to entrepreneurs, or micro-business owners, in partnership with the Veterans Corporation, Businesses Investing Growth and Central Texas College. This year 71 students, all veterans, graduated from the Fast Track New Venture Program. This program assists aspiring entrepreneurs to determine if their business concept is a feasible business opportunity. The BRC provides confidential counseling and is located in the Killen Workforce Center. Cindy Owens asked what the difference between was between the SBDC and the BRC. Mr. Carr explained that there is not much of a difference, 80% of the BRC customers are start-up businesses. If there is a charge for their workshops and how they are scheduled. Mr. Carr replied that the classes are catered to what the customers are looking for. The classes are scheduled for every Tuesday night from 5:30 p.m. to 7:00 p.m. and range from free to \$25 depending on the class. The BRC encourages their customers to come in for counseling before attending the classes. Services are not limited to the Killeen, or west Bell County customers, they are available to anyone who seeks it. Mr. Carr invited the Board to contact him or the Steering Committee if there are any additional questions.

7. Kathy Gilmore gave an update on fundraising opportunities for the District. Mrs. Gilmore explained that the main problem will be when to have the fundraiser. Currently Mrs. Gilmore is working on a fundraiser for Chet Edwards. Mrs. Gilmore stated that we will have to work as a group to tell people what we are and what we are raising money for. Mrs. Gilmore requested that a committee be formed to take on this project. Leo Sullivan suggested maybe having different levels of sponsorships for the fundraisers. Mr. Sullivan suggested that maybe the Chair could communicate with his Director and request assistance from someone who has some marketing/fundraising experience. Mr. Sullivan indicated that this is how the SBDC sometimes proves themselves. There was some discussion on what the fundraiser will be used for. One possibility would be to fund a scholarship for classes, similar to what the Copperas Cove EDC does. Mr. Brand felt like the fundraiser and the cause could be worked on simultaneously. Mr. Brand volunteered to serve on the committee.
8. J.W. Perry asked Leo Sullivan and Marcus Carr how much information the smaller communities (i.e. San Saba, Gatesville, Lampasas, Goldthwaite, etc.), receive from the SBDC and the BRC. Mr. Sullivan provides a quarterly report to their partners. Mr. Carr provides a Board report every month. The DDCT Board explained that this is the most information they had received on these two programs. The Board discussed the possibility of facilitating these types of programs. Marcia Dyer explained that there is a lot of absentee owners in their County and even though the land is there, the use of the land has changed dramatically. Ms. Dyer asked Mr. Sullivan how a community can tap into some of agricultural resources. Mr. Sullivan responded with "marketing diversification." Ernest Wilkerson stated that there is a generic list for cities that identifies certain land uses and company or corporations

that may be available. This study was done by Dr. Ray Perryman. Shannon Mattingly committed to finding the report for the DDCT Board. Sam Listi thank everyone for coming today and wished everyone a Happy Holiday.

9. There were no staff comments.

10. The next meeting for the DDCT will be on January 5, 2005.

11. The meeting adjourned at 10:53 a.m.

***The above minutes of the meeting of the Board of Directors of the Development District of Central Texas held on December 2, 2004 and were approved and adopted by the Board on March 2, 2005.***

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Sam A. Listi, Chairman

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Date

**Attest:**

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Denice Doss, Secretary/Treasurer