

## **Development District of Central Texas**

Board of Directors Meeting

Central Texas Council of Governments

2180 North Main Street

Tuesday, January 22, 2009

10:30 a.m.

### **Board Members Present:**

Judge John Firth – Coryell County

Cynthia Hernandez – Belton Economic Development

Elizabeth Taylor – Coryell County

Jane Crouch – Hamilton EDC

Judith Hetherly – City of Lampasas

Robert Lindsey – City of Goldthwaite

Ira Brand – Coryell County

Ginger Watkins – Cameron EDC

### **Others Present:**

Charles Fitzgibbon – Journal Communications

Beth Correa – CTCOG

Jim Reed - CTCOG

## **Minutes**

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1. The meeting was called to order at 10:30 a.m. with a quorum present by Staff member Beth Correa acting on behalf of Chairperson Denice Doss, Rockdale Chamber of Commerce and Vice Chairman Kathy Gilmore who were unable to attend.
2. Public Comments: None
3. Beth asked the Board to review the minutes from the October Board meeting. Mayor Judith Hetherly, City of Lampasas, made a motion to approve the minutes taken for October 6, 2008. Ira Brand, Coryell County, made the second and the motion passed unanimously.
4. Beth Correa introduced Charles Fitzgibbon, representing Journal Communications and he gave the presentation for *Images-Central Texas* Magazine project. Charles Fitzgibbon explained the roles of Journal Communications, the DDCT Board, and CTCOG in the process of building the magazine/website which will be available by early September 2009. He explained that the magazine will be accompanied by a dynamic website that will promote the region in ways that it may not otherwise be promoted. Mr. Fitzgibbon demonstrated a sample website to the Board to show them the many ways that it will enhance the region of which a magazine alone would not be capable.
5. Ginger Watkins gave a presentation on regionalized marketing for economic development. She explained the HighGround Region is a coalition of communities and organizations and they have formed a truly regional organization which is helpful in funding and growing their communities. She also demonstrated their dynamic website as well. They are using *Images* Magazine to promote their region and regional marketing. Ms. Watkins talked about the interactive maps and videos that exist on their website. Beth mentioned that the DDCT may want to think about our

own website in the future and possibly upgrading to a format similar to the HighGround if adequate funding is obtained.

6. Judge John Firth conducted a brief concern about building our transportation system in our cities and rural areas. The future will demand that roads are built and accessible for big trucks and massive transportation throughout Central Texas. He noted that we need to plan now so that we can be prepared to move forward quickly as the need will escalate.
7. Beth Correa asked for time logs. She reminded the Board that their time spent at meetings, events, council meetings, seminars, or other public group meetings could be used as in-kind match for the EDA grant that funds DDCT. She also reminded them that travel time to and from those places should also be included in their time.
8. Beth reminded everyone that the February Workshop being offered by DDCT is called "Listening To Your Business". The Workshop will be held on March 6, 2009 from 8:00 am to 12:00 pm. It will be conducted by Marcus Carr, Director of the Small Business Resource Center in Killeen. The cost is \$55.00 per person and each person can bring a friend at no charge, but the free guest would not receive a workbook.
9. Staff Comments: Beth reminded everyone that we would be meeting again on April 23, 2009 at 11:00 a.m.
10. The meeting was adjourned at 11:50 am.

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Denise Doss, Chairman

**Attest:**

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Date

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Beth Correa, DDCT Staff