

MINUTES
Special Called Meeting – 11:30 A.M.
Monday, November 18, 2019
201 N. Main Street; Linden, Texas 75563
Linden Economic Development Corporation [4A]
Linden Economic Development Corporation [4B]

Members Present LEDC 4A: Richard Bowden, Frank Lanier, Carla Roadcap, John Rountree, and Dave Stewart
Members Present LEDC 4B: Richard Bowden, Frank Lanier, Carla Roadcap, Dave Stewart, and John Rountree
Members Absent: Kyle Morgan, Larry Wells
Staff Present: Christophe Trahan
Staff Absent: Authur Kimmel
Guests Present: Shawn Larson, Reeda Rhyne

1. **Call to Order**
 - President Richard Bowden called the meeting to order at 12:06 P.M.
2. **Presentation**
 - Shawn Larson—Cass County Sun & Atlanta Citizens Journal; Publisher
 - Mr. Larson presented the idea of a community calendar that will help the people of Linden know of future events. Mr. Larson also explained that this would be posted in the newspaper as well as social media and website reaching ten thousand people.
3. **Discuss/Consider/Action**
 - Approval of October 15, 2019 Regular Called Meeting Minutes; Motion by Ms. Roadcap with correction of Mr. Rountree being absent; 2nd by Mr. Stewart; Motion carried.
 - Approval of October 2019 Financials & Reconciliations – LEDC-4A; Motion by Ms. Roadcap; 2nd by Mr. Lanier; Motion carried
 - Approval of October 2019 Financials & Reconciliations – LEDC-4B; Motion by Ms. Roadcap to approve with the request that future YTD reports show the expenses and revenues of Project 1934 from both the 2018/19 and 2019/20 fiscal years; 2nd by Mr. Stewart; Motion carried
4. **Consent Items**
 - Local Sales & Use Tax Report – For the Record
 - Credit Card & Bank Balances – For the Record
 - Final FY 2018/2019 Financials –LEDC [4A&4B]—For the Record

5. **Discuss/Consider/Action**

• **Advertising Opportunities for Linden Area Businesses**

- Mr. Trahan presented proposals from a variety of magazines, newspapers, etc. including the Cass County Sun, Crossroads, and County Line Magazine. Mr. Trahan demonstrated that there is a need for a central hub for the community to find and post what events are happening in the city of Linden. The Board instructed LEDC staff to continue working with Mr. Larson on the community calendar idea that he presented.

• **LEDC VSIP & CIP Grant Program**

- Mr. Trahan proposed the Visibility Signage Assistance Program and Capital Investment Program. This program assists Linden area businesses in acquiring operation specific equipment, as well as exterior signage, lighting, or with overall commercial building visibility. Mr. Trahan did not request action from the board at this time, but rather review in consideration of the program at a later date.

• **Director's Report**

- T-Bone Walker Day Update
 - Mr. Trahan reported that the LEDC sponsored event The Taste of Linden was a success. There was a great turnout of people, food retailers were able to advertise their businesses and encourage return customers, and the live music helped keep the event in great harmony.
 - Mr. Trahan also gave a report on the T-Bone Walker Day concert that took place the night of T-Bone Walker Day. Whitey Johnson played some classic blues hits to Music City Texas and the concert was enjoyed by all who attended.
- Project 1934 Update
 - Mr. Trahan gave the board an update regarding progress for Project 1934. The coating on the inside of the tank was completed, and they are still on track to be ready by the first week in December.
- LEDC Small Business Workshop Update
 - Mr. Trahan briefed the board about the LEDC Small Business Workshop will take place on November 20, 2019 at 12:00 P.M. Kathy Williams of Professional Office Solutions will be speaking on best bookkeeping practices and lunch will be provided.

6. **Executive Session:**

Motion by Mr. Lanier to enter into Exec. Session; 2nd by Mr. Stewart; Motion carried at 12:51 P.M.

7. **Exit Executive Session-Action/No Action**

- Executive Session was exited at 1:20 P.M.

8. **Adjourn**

- Motion to adjourn by Mr. Lanier; 2nd by Ms. Roadcap; Motion carried at 1:20 P.M.

Approved:

Richard Bowen

Date: 12-17-19