

MINUTES
CITY OF DENTON
ECONOMIC DEVELOPMENT PARTNERSHIP BOARD
November 8, 2017

After determining that a quorum was present, the Economic Development Partnership Board convened on Wednesday, November 8, at 11:00 a.m. The meeting was held in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas, 76201.

PRESENT: Jim Fykes, Carrell Ann Simmons, John Baines, Jimmy Mejia, Jill Jester, Tom McCoy, Marty Rivers, Keely G. Briggs, and Gerard Hudspeth

ABSENT: Bob Eames, Steve Edgar, Carine Feyten, BJ Crain, and Neal Smatresk

EX-OFFICIO: **PRESENT:** Chuck Carpenter
ABSENT: Jamie Wilson, Todd Hileman

STAFF PRESENT: Bryan Langley, Michelle Cunningham, Erica Sullivan, Christina Davis, Karen Boenker, and Michelle Coughlin

1. WORK SESSION

A. EDP17-059 Receive a report and hold a discussion regarding the Denton Chamber of Commerce Office of Economic Development's annual comprehensive marketing plan.

Gawarecki gave a report about the Denton Chamber of Commerce Office of Economic Development's annual comprehensive marketing plan. Gawarecki began by mentioning several publications that were chosen for advertisement geared toward site selectors. Hudspeth requested that Gawarecki email the link for each magazine. Gawarecki also gave an overview of the marketing plan which includes a design refresh to the Denton EDP website, a schedule of when social media sites will be updated, as well as outlining upcoming marketing trips.

McCoy suggested collaboration with UNT with regard to the University's program of 3D Printing as a means of engaging groups to come to Denton that have a similar interest. Baines asked for additional information with regard to the Advanced Manufacturing Expo. Gawarecki explained this is seven conferences under one roof, with seven industries and hundreds of booths. He uses this opportunity to "cold call" by visiting the attendees at their booths.

B. EDP17-060 Receive a report and hold a discussion regarding the Economic Development program Shop Here on Purpose and the Shop Small Saturday event.

Davis explained the focus of the SHOP program is to increase the sales tax base by educating and engaging the community on the importance of shopping locally. Davis showed a clip of a half-minute video, which is on DTV's YouTube channel and on the Facebook page for the S.H.O.P. Denton program. The purpose of the video, Davis described, is to showcase City services that are supported by sales tax, in order to create an "ah-ha" moment or "instant connection" between shopping local and supporting public services that are used every day.

Davis also talked about Small Business Saturday, which is a program dedicated to supporting small businesses across the country. This year Shop Small Saturday is on November 25. Economic Development will partner with the CVB and the Main Street Association for a “Shop Small Selfie” event, the goal being to educate and engage consumers to shop small on the biggest shopping weekend of the year.

1. REGULAR MEETING 11:27 a.m.

A. EDP-17-062 Consider approval of the minutes of the October 11, 2017, meeting.

Fykes made a motion to approve the minutes as presented. Simmons seconded the motion. The motion was approved unanimously with a vote of (9-0).

B. EDP 17-060 EDP Staff Reports:

- 1. November 2017 Chamber Activity Report.**
- 2. September 2017 STaND Report.**
- 3. Update on the Stoke Denton Entrepreneur Center.**

The Meeting adjourned at 11:33 a.m.