

**EASTLAND ECONOMIC DEVELOPMENT, INC.**  
**BOARD MEETING**  
**June 17, 2024**

The Eastland Economic Development, Inc. Board of Directors met in the Commission Chambers at Eastland City Hall as scheduled, and notice was posted 72 hours in advance and prior to the meeting.

Members Present:

Board Member _____	Terry Slavens
Board Member _____	Matthew Crum
Board Member _____	Mark Pipkin
Board Member _____	Carolyn White

Members Absent:

Board Member _____	Vicki Bradley
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Executive Director:

_____	Tom Bailey
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City Staff Present:

City Manager _____	J.J. Oznick
City Secretary _____	Roma Holley
Planning Director _____	Tony Stubblefield
Code Enforcement _____	Terry Simmons
Fire Chief _____	Joe Williamson

Guests: Donnie Cate, Joe Wright, Bobby Blackwell, Clint Coffee, Nancy Stewart, Ron Holliday, Julie Elrod, Derrick Saucedo, Mike Barnes, Larry Vernon

I. Meeting Called to Order

Mark Pipkin called the meeting to order at 12:05 p.m.

II. Invocation and Pledge of Allegiance

The Invocation was offered by Matthew Crum and Carolyn White led the Pledge of Allegiance.

III. Public Comment on any Subject not Listed on this Agenda  
(Limited to Five Minutes Per Speaker)

No Comment

IV. Finance Report

Donald Cate stated there were only normal income and expenditures.

Matthew Crum made a motion, seconded by Carolyn White, to approve the finance report as presented. Motion prevailed by the following vote:

Ayes: Crum, Pipkin, White

Nays: None

Absent: Bradley, Slavens

V. Approve Minutes of the May 13, 2024 meeting

Carolyn White made a motion, seconded by Matthew Crum to approve the minutes of the May 13, 2024 meeting. Motion prevailed by the following vote:

Ayes: Crum, Pipkin, White

Nays: None

Absent: Bradley, Slavens

VI. The EEDI Board of Directors May Discuss and Take Action on the Following Agenda Items:

1. Discuss and Consider Veterans Garage Doors Development Agreement.

Executive Director Tom Bailey stated that last month we approved assistance to Kirk Brown with Veterans Garage Doors. We just need to approve the development agreement.

Matt Crum made a motion, seconded by Carolyn White, to approve the development agreement with Veterans Garage Doors. Motion prevailed by the following vote:

Ayes: Crum, Pipkin, White

Nays: None

Absent: Bradley, Slavens

2. Hear Community Assessment from Mike Barnes Group.

Executive Director Tom Bailey reintroduced Mike Barnes. Mr. Barnes welcomes several of the Eastland stakeholders and gave a presentation via slide show.

To prepare this analysis MBG has compiled information from its own databases, research from outside sources and focus groups combined with individual interviews with key stakeholders in Eastland. Those participants were carefully selected to draw a composite of the business, civic and governmental leadership within the Eastland Community.

The approach of evaluating communities based upon interviews is also one commonly used by the top site selectin professionals. Projects are won and lost based on the opinions of existing companies and leaders in each community.

Mr. Barnes used both Comparative Analysis and Identified Strengths/Weaknesses/Opportunities/Threats

He listed the factors used by Site Selectors/Decision Makers in Business Location Decisions. These include Business Climate; Workforce/Education; Quality of Life; Infrastructure/Sites/Buildings.

Mr. Barnes discussed the Demographics and Workforce Data of Interest. He also Identified Major Assets and Major Weaknesses.

Major Assets:

Location  
Transportation  
Affordability/Livability  
Business Climate  
Proximity to Higher Education

Major Weaknesses:

Water Supply  
Economic Development Apathy  
Pre-K—12 Education  
Minimal (Shovel-ready) Sites  
Flood Plain

He addressed all of these areas and gave possible solutions and goals.

Mr. Barnes also Identified Business and Industrial Targets for Eastland

General Warehousing and Storage  
Healthcare and Social Assistance  
Processes Relating to Aviation Supply Chain/Maintenance and Energy Sector  
These categories have transferable opportunities for energy industry and aviation!

Conclusions/Recommendations/Actions:

Develop and Implement a Water Sustainability Program/Plan – Immediately  
Engage regionally (at least countywide) in the formation of an allied group—then initiate a marketing program.

Upgrade the EEDI website with modern links to social media, active sites and buildings, latest news, and information. (User-friendly) Include detailed information regarding airport, given the proposed target of aviation. Showcase downtown and reference the collaborative accomplishments to date and those proposed.

Collaborate with stakeholders, including business, to improve pre-K—12 School to Work Programs in a cooperation with the ISD.

Immediately undertake a formal Business Retention/Expansion Program with timetables, goals and activities. For example, commit to an on-site visit weekly with at least one local business. Document their concerns, accomplishments and ask – Are there any vendor relationships you have that EEDI should contact as a possible relocation candidate: Utilize a questionnaire and maintain records for follow up.

Develop and maintain an up-to-date site/building catalog of existing sites and buildings and place them on the website in a user-friendly fashion catalogued by appropriate tabs. Keep it updated and accurate.

Engage more with Texas Economic Development Council—attend conferences; use as a resource—connections—seek other professionals within the business advice.

Become heavily active in social media—primarily LinkedIn. Join the Economic Development Groups contained therein. Commit to at least a bi-weekly post, if not more.

Consider land acquisition or at least an option to add to the portfolio of sites under control and available to the marketplace.

Admit Eastland’s shortcomings. Simultaneously, describe in detail what community leadership is undertaking to resolve these issues. Include timetables, action plans, etc. Business understands issues- they appreciate solutions.

Identify possible partnerships and collaborations for the EEDI. Common issues assist regions in identifying common solutions. It is a cost-saving activity for all involved.

Initiate Familiarization Tours – host DFW commercial/industrial brokers to an “Outing in Eastland”

Develop an EEDI newsletter – quarterly at least. Use this for both internal and external marketing.

Mr. Barnes stated in closing that Eastlands assets far outweigh its liabilities. The city is fortunate to have the outstanding assets of I-20, location in proximity to major markets, an attractive cost of living, ease and costs associated with the permitting process. Like many smaller economic development markets, Eastland is somewhat reluctant to change. MBG is not suggesting the community is backward, rather, economic development is a new sport, particularly with the advanced technology and the competitiveness of artificial intelligence, social media, and larger budgets committed to this effort. Eastland must compete by working harder and smarter!

No Action Necessary

## VII. Adjournment

Carolyn White made a motion, seconded by Matthew Crum to adjourn at 1:05 p.m. Motion prevailed by the following vote:

Ayes: Crum, Pipkin, White

Nays: None

Absent: Bradley, Slavens

Attest:

Approved:

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Roma Holley, City Secretary

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Vicki Bradley, Chairman  
EEDI Board