

Junction Texas Economic Development Corporation * Regular Monthly Meeting
City of Junction * April 3, 2018
State of Texas *

The *Junction Texas Economic Development Corporation* was called to order by Polly Robinson for its regular monthly meeting on Tuesday, April 3, 2018, at 5:16 p.m. in the City Hall Meeting Room. A quorum was established with the following:

Present:

President: Polly Robinson
Vice President: Tom Rattan
Secretary: Carol Neiman
Director: Jean Jacoby
Director: Doug Haynes

Absent:

Treasurer: Kim Gosney
Director: Brayden Schulze

Also Present: Maureen Wall, Hair Works; Scott Widener, Superintendent South Llano River State Park; James Murr, journalist with The Junction Eagle newspaper; and guest presenter Joe King.

Public Forum: No one wished to speak during the time allotted for the public forum.

Consent Items: (A.) **Minutes** and (B.) **Financials:** Ms. Jacoby asked to pull the financials for review and suggested a change to clarify the marketing and promotion budget item. After discussion,

- Ms. Neiman made a motion to accept the minutes of the February 28, 2018 called meeting and March 6, 2018 regular meeting, and financials with the change suggested by Ms. Jacoby. Mr. Haynes seconded the motion and it passed unanimously.

Reports:

- (A.) **Office Manager's Monthly Report:** Report from Ms. Oliver-Leep regarding March's activities was included in the board packet. There were no comments.
- (B.) **Junction Tourism Board's Monthly Report:** Report from Ms. Robinson regarding the JTTB board meeting was included in the board packet. There were no comments.
- (C.) **Code Enforcement Report:** Ms. Oliver-Leep prepared a reprint of articles written by the code enforcement officer and published in the Junction Eagle. Ms. Neiman reported that Officer Loer is now fully certified, and Ms. Jacoby pointed out some noticeable improvements some properties around town.

Hair Works A&P Grant: Maureen Wall of Hair Works reported that the work on the façade of her business has been completed after some unforeseen delays due to weather. Ms. Jacoby moved to extend the original deadline for completion of the work to accommodate these delays, and the motion was seconded by Mr. Rattan. The motion passed unanimously.

Economic Indicators and Trends in Junction: Following a presentation by Dr. Joe King to the Rotary Club, board member Haynes suggested he come to speak to the EDC board regarding research he has been engaged in so that the board can explore ways to make use of this sort of research. The presentation sparked a wide-ranging discussion, including the following.

- What drives the economy in Junction?
- What is the contribution of Interstate traffic?
- Why is downtown struggling? Why are there no buyers for existing viable businesses being offered for sale?
- Why is the city not benefitting more from increased State Park activity?
- What do city and county tax revenues tell us about the state of the local economy?
- What can we learn from matching these various indicators to motel occupancy rates, special events in town, etc.?
- Some of the identified challenges include lack of a strategic approach to planning, reluctance of people to provide relevant information, underutilized commercial properties (for example downtown storefronts being used for storage) lack of reliable work force, status as a “dry county,” and the fact that many people are content with things the way they are.

Dr. King expressed his interest in contributing his expertise to a coordinated effort to gather relevant data and make sense of it. Mr. Widener pointed out that the South Llano River State Park is the only state park in the region whose visitorship is increasing, as all the other state parks in the Hill Country are reaching capacity.

Johnson v. JTEDC: Ms. Robinson reported that the case will be brought before a jury and will likely be scheduled sometime in June or July.

Meeting adjourned at 6:39 p.m. on April 3, 2018.



Carol Neiman, Secretary