

SPECIAL MEETING/WORKSHOP OF THE YOAKUM ECONOMIC
DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
Tuesday, July 22, 2014
City Hall Conference Room – 9:00 AM

PRESENT: Tim Faulkner..... President
Anita R. Rodriguez..... Vice-President
Arthur G. Hermann III..... Secretary
Tommy Barre..... Director
Gery Maneth..... Director
Zenith Stevens..... Director
Kevin Coleman..... City Manager

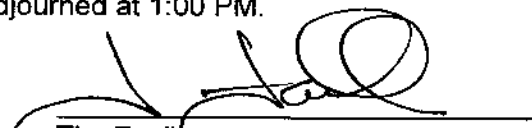
ABSENT: Larry Leahy..... Director

The meeting was called to order by President Faulkner at 11:15 AM for the purpose of receiving and reviewing a draft report from Strategic Plan Consultants.

Mr. Tom Stellman and Mr. John Karras were present to make the presentation. Quantitative items were discussed; major employers were interviewed; types of available employment, specifically farm and agriculture, were reviewed. Commuter traffic was reviewed, importing for the manufacturing industry; the business climate; sales tax rate comparisons were provided; property tax rates was reviewed, as well as other assets. Discussion was held regarding Eagle Ford Shale, Double D, and location challenges. Other challenges include the ability to demonstrate that Yoakum has enough workforce. Conversation was held regarding the branding of the City; the lack of a fully served, modern business park; incentive packages; vacant buildings; and the loss of the visual appeal of the community.

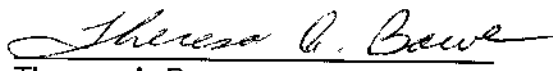
Potential target industries were reviewed: health care professional services, specialty agriculture products; product improvement; and material and media advertising. Possible items to include on the current website were discussed: workforce, and marketing collateral. Additional information will be provided and a final report will be submitted at a later date.

There being no further business, the meeting adjourned at 1:00 PM.



Tim Faulkner
President

Attest:



Theresa A. Bowe
City Clerk

