

Junction Texas Economic Development Corporation * Special Called Meeting
City of Junction * July 11, 201
State of Texas *

The *Junction Texas Economic Development Corporation* was called to order by Polly Robinson for a special called meeting on July 11, 2018, at 5:17 p.m. at the City Meeting Room. A quorum was established with the following:

President: Polly Robinson
Vice President: Tom Rattan
Secretary: Carol Neiman
Directors: Jean Jacoby
Doug Haynes
Hal G. Rose
Absent:
Treasurer: Kim Gosney

Purpose of this Special Called Meeting: Discussion and update of the Media Marketing Plan proposal by Dr. Tim Chandler.

Ms. Robinson brought the board members up to date on the progress of the project to upgrade the current JTEDC website and create a new site specifically for marketing and promotion purposes.

- Several videotaped interviews were conducted in early July; and
- Dr. Chandler and his videographer are scheduled to return to Junction on July 26-27 in advance of the upcoming disc golf tournament, to film more interviews.

Materials from Dr. Chandler and his team were presented for the board’s review and approval, as follows:

- Board members reviewed a selection of logo designs, and by consensus narrowed down the choices to one preferred, basic design.
 - This preference will be communicated to Dr. Chandler with a request that “Texas” be added to the name; and
 - This design will be resubmitted with a choice of color palettes so that a final logo can be approved.
- Dr. Chandler submitted a proposed structure for the marketing and promotion website, with suggestions for content in each of the following categories:
 - (1) The Business of Living;
 - (2) The New Frontier;
 - (3) Community Vision; and
 - (4) Our Heritage.

These were discussed in some detail, and there was general approval of the concept and direction of the site design.

- Following further discussion, the board suggested changes to some of the proposed content, specifically the list of “Top Ten Things to Do in Junction/Kimble County.”
- The board also created a “Reasons to Do Business in Junction” list.
- Ms. Robinson will communicate these preferences and suggestions to Dr. Chandler so that he can proceed with the work.

Finally, board members worked to create a list of interviewees for the July 26-27 period, with various members taking responsibility for contacting these individuals, confirming their availability, and passing the information along to Ms. Robinson, who will update the list of participants and schedules as needed. Ms. Robinson called another special called meeting for next Thursday, July 27, 2018.

Meeting adjourned at 6:55 p.m. on July 11, 2018.


Carol Neiman, Secretary