



Gun Barrel City Economic Development Corporation
1720 W. Main Street
Gun Barrel City, TX 75156

Monday, April 22, 2024 @ 1:00 PM - CR Legacy Event Center - 2205 W. Main Street

Workshop Minutes

1. Call to Order/Establishment of Quorum – 1:00pm
 - a. Present: J. Burson, P. McCullough, L. Rankin, R. Key, G. Damiano, C. Ligon, K. Bond
2. Citizens' Comments
 - a. None
3. Conduct a Strategic Alignment Work Session with Day One Experts – No Action Taken on items.
 - a. **Introduction** - Dave Quinn introduced himself and gave an overview of the session's objectives and established rules of engagement for the session. From there he moved to
 - b. **Shift Your Mindset** - Dave Quinn, CEcD led the EDC board and Council through an exercise called A Tale of Two Encounters. The purpose was to show how the board and council view the city is how they will convey that message to others and that being the community's cheerleaders as an EDC board and Council is the first place that change happens. Leadership mindset is very important. To have a shift of mindset, they needed to embrace change, seek opportunities in change and be intentional with change.
 - c. **Results of the Stakeholder 1 to 1 interviews** - Dave Quinn, CEcD, went through the overarching themes and observations of his stakeholder engagement one to one meetings he held. He identified that the common concerns were:
 - i. Attracting new business
 - ii. Improving existing businesses
 - iii. Diversifying the city's economic base including large retailers and small local enterprises
 - iv. Infrastructure and Facility Improvements: These included Roads, Internet connectivity, Police, Public facilities (parks, lakes, access community center)
 - v. Community and stakeholder engagement - Emphasizing stronger collaboration among stakeholders to ensure cohesive development and leverage everyone's strengths.
 1. The city council
 2. the EDC board
 3. Local businesses
 4. Residents
 - vi. Marketing and Branding Efforts
 1. The stakeholders identified a need to improve marketing and enhance Gun Barrel City's identity and attractiveness as a destination for businesses and tourists. To do this they need
 2. Identify a community brand
 3. Cohesive Street Signage
 - vii. Streamlining Processes
 1. Several discussions pointed to the need for more efficient processes to make the city more business-friendly
 2. EDC loan and grant programs
 3. Particularly in planning, development, and permit issuance

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- d. **Landscaping the Future** - Dave Quinn, CEcD emphasized the importance of everyone knowing their roles and responsibilities. He identified that in order for the EDC board and Council to work together, everyone must know what their duties are. Dave emphasized that proper communication within those roles is crucial to accomplishing goals in the future.
- e. **Recommended Steps Moving Forward** - Each EDC board member is to identify 2 measurable objectives that they would like to accomplish in the future. These have to be measurable and attainable. The EDC board is to follow the guidelines as set forth in an email by Angela Smith. At the next meeting, Day One Experts will help facilitate the EDC Board and staff on a strategy to help people connect to the infrastructure. Day One will work with the board on a plan to invest in community- building activities

4. Adjournment – 5:09pm

Prepared by: Stephen Barnett



Roy Key, President