

TEAM MINERAL WELLS AUSTIN DELEGATION  
January 30 – February 1, 2017  
FOLLOW UP REPORT

This report serves as a guide for Mineral Wells development of partnerships with state agencies met by the "Team Mineral Wells" delegation January 30-February 1, 2017 in Austin.

GOVERNORS OFFICE OF ECONOMIC DEVELOPMENT

Aviation:

Keith Graf is the primary point of contact, given his leadership of the Texas Commission on Military Preparedness. I will also introduce you to Gen. Kevin Pottinger, who chairs the commission. These are the two primary individuals to cultivate.

Action items:

1. Provide a report to Keith, articulating the merits of the Mineral Wells installations and their potential uses.
2. Work to secure appointment of the mayor to the Texas Mayors of Military Communities Committee.
3. Invite Keith and General Pottinger to Mineral Wells to tour the facilities, and host an event to enable them the opportunity to speak to the community.

Advanced Manufacturing

Nicole Ryf is the primary point of contact to cultivate a relationship with.

Action items:

1. Draft a letter indicating interest in working with Nicole to develop a strategy to attract suppliers to Palo Pinto County.

(Note: this means we need to determine where we can locate these suppliers, prior to my entree to GM corporate).

Tourism

Nate Gieryn is the primary point of contact to cultivate a relationship with.

Action items:

1. Draft a letter inviting Nate to come to Mineral Wells prior to September, the purpose being to visit the city and speak to the community.
2. Inquire if he needs further info regarding your application.

TEXAS DEPARTMENT OF TRANSPORTATION

Bill Hale is the primary point of contact to cultivate a relationship with at the agency level. Brian Barth is the primary point of contact to cultivate a relationship with at the district level. We should also cultivate a relationship with the area engineer.

Action items:

1. Draft a letter to Bill Hale, copy Trent Thomas, Randy Hopmann, Brian Barth, and the area engineer. The letter should articulate our discussion of the primary points, and include an invitation to Bill to come to Mineral Wells to tour the area, and speak at an event hosted by the Chamber (when he comes, we need to invite the district and area engineers to attend as well).
2. Request a meeting with Brian Barth and the area engineer to brief them on the points discussed with Bill Hale in Austin.

## TEXAS PARKS & WILDLIFE

Brent is the primary point of contact to cultivate a relationship with.

Action items:

1. Draft a cover letter and a report; the letter should request a copy of the state study, the centennial plan, information on how Mineral Wells can provide input on the new park, and a request to begin development of a formal MOU between the city and parks department. It should also include an invitation to Brent to come to Mineral Wells this calendar year to meet with community leaders and speak at an event hosted by the chamber. The report should include the work by Arsenal Advertising, and related tourism strategies, to enable Brent to begin to think about the way the parks department can work with the city for the tourism assessment.
2. Once the information requested is received, it should be shared with the tourism council.
3. A draft MOU should be developed by the city as the basis for discussions with Brent to develop the formal MOU. It should include everything the city would like to see in the MOU.
4. Determine "who and how", relative to offering input on the new park, during its design phase.
5. Meet with your Park Superintendent to discuss all the points raised by Brent.

## TEXAS HISTORICAL COMMISSION

Brad Patterson is the primary point of contact to cultivate a relationship with.

Action items:

1. Draft a letter to Brad articulating the conversation in Austin, requesting both his help with the recommendations he made, and inviting him to come to Mineral Wells this calendar year to meet with community leaders and speak at an event hosted by the Chamber.
2. Brief the tourism council and the City Council on the recommendations made by Brad
3. Request information relative to all eight recommendations made by Brad, and establish briefing materials to be used to educate the community about the merits and benefits of the actions to be considered.
4. Consider the following actions, which will need to be fully understood and vetted by the City Council and chamber board:
  - Texas Heritage Trails Program-Is Mineral Wells going to be active? If so, who's going to take the lead?
  - Texas Treasure Business Awards- Is the city/chamber going to utilize this resource? If so how do you establish it, promote it, and leverage it?
  - National Register District-are you going to create one? This is critical to provide access to tax credits for redevelopment of properties

- Resource survey of properties ( if you are going to do this, follow up with Brad on a grant request to offset cost )
- Landmark Commission-Is the city going to establish one? If so, how do you plan to recruit/appoint individuals to serve?
- Historic Preservation Ordinance-Is there enough understanding about the city on this ordinance to promote? Who is going to draft it? How do you sell it?
- Main Street Program-Is this something the chamber and city are willing to consider? If so how is the partnership to be established? How will it be funded?

## TEXAS COMMISSION ON THE ARTS

Jim Bob McMillan is the primary point of contact to cultivate a relationship with.

Action items:

1. Draft a letter to Jim Bob articulating your discussion with him, with a request for his support, and an invitation to come to Mineral Wells this year to meet with city officials, tour the community, and speak at an event hosted by the Chamber.
2. Get information on the professional development seminars which you can utilize.
3. Get information on Humanities Texas, determine what they offer, and if deemed valid, we should contact that organization and begin to develop a relationship.
4. Analyze the various programs and Grants the commission provides, and determine what you want to approach the commission for.

## HEALTH & HUMAN SERVICES

Kara Crawford is the primary point of contact to cultivate a relationship with. She can provide the introductions you need to the various components of the agency.

Action items:

1. Draft a letter to Charles and a separate letter to Kara. Articulate the discussion in both letters, ask for their support in the future, and invite them to come to Mineral Wells to meet with community leaders, tour the hospital, and speak at an event to be hosted by the Chamber.
2. Determine the community's primary areas of interest, in order to define "next steps". Those priorities should be the areas we request additional information about, relative to programs that could be of assistance to the community (Recall Charles stated the commission manages more than 600 programs).

## TEXAS WORKFORCE COMMISSION

Julian Alvarez is the primary point of contact to cultivate a relationship with. Aaron Demerson, who spoke at the lunch meeting with the Chairman, is your secondary point of contact who should be cultivated.

Action items:

1. Draft a letter to Julian, articulating your discussion, to include an invitation to come to Mineral Wells with the Secretary of State to meet community leaders and speak at a hosted event.

2. Determine the most critical funding issues for workforce & education.
3. Review the list of funds/programs Julian, Andres, and Aaron discussed with your Superintendent, brief the Workforce Council, and decide what you want to pursue.
4. Request information on the specific funding sources you are interested in, and ask Julian for assistance to secure funds.
5. Decide if you want to apply to host the Governor's Small Business Forum. If so, we need to apply.

Andres Alcantar should be viewed as an ally, and a follow up letter should be sent. Aaron Demerson should be cultivated as a partner, who can follow through with the programs, technical assistance and funding sources both Andres and Julian discussed.

Action items:

1. Draft a letter articulating your discussion with Aaron, inviting him to come to Mineral Wells. (This may be in conjunction with Julian/Sec of State).

(Note: Adam Kern is your business development rep for the North Central Texas Workforce Investment Board and should be cultivated as well. He should be invited anytime someone comes from the state.)

#### TEXAD EDUCATION AGENCY

Quenten Suffren is the primary point of contact to cultivate a relationship with, given his position as state CTE Director, and his role in working with the Coordinating Board on partnership pathways.

Action items:

1. Draft a letter articulating your discussion, inviting him to come to Mineral Wells, to meet with school officials and business leaders, and speak at a community event.
2. Review the programs he discussed with your Superintendent and Workforce Council, to determine if any are of interest to Mineral Wells.
3. Follow up with Quenten on those of interest.

#### HIGHER EDUCATION COORDINATING BOARD

Garry Tomerlin is the primary point of contact you should cultivate a relationship with, given his leadership role with Community Colleges. (He came from Tarrant County College). He also supports your goal of establishing a Weatherford College campus adjacent to the high school, and can provide counsel and technical assistance. If there are ways to get funding, he will know about them.

Action items:

1. Draft a letter articulating your discussion, inviting him to come to Mineral Wells, meet with educational leaders, and speak at a community event. (Invite Weatherford leaders to this one)
2. Provide summary of the assistance his office can provide for review with your Superintendent, Community College, and Workforce Council, to determine priorities.

3. Request assistance.

#### SENATOR ESTES

He and his key staff should all be cultivated. Invite to ALL luncheons you host with Agency officials.

Action items;

1. Draft letter of thanks, invite to tour community, and speak at a luncheon.
2. Meet with Diane Helms to discuss areas in which the Senator can assist.

#### REPRESENTATIVE KING

He and his staff should all be cultivated. Invite him to ALL luncheons you host with Agency officials.

Action items:

1. Draft letter of thanks, invite to tour your Airport, and speak at a community luncheon.
2. Send him a copy of the Bio-forum you hosted.
3. Determine your best staff contact and request a meeting to cultivate a relationship.

#### REPRESENTATIVE LANG

He and his staff should all be cultivated. Invite him to ALL luncheons you host with Agency officials.

Action items:

1. Draft a letter of thanks, invite to speak at a community luncheon.
2. Meet with his key staff to discuss Envision Mineral Wells and determine how he can assist.

#### INDUSTRY ASSOCIATIONS

State Associations that represent business & industry can be valuable allies and partners in support of Envision Mineral Wells.

First, they all have relationships with the House & Senate, because they all lobby. Therefore, they can provide entree to leaders you want to know and cultivate relationships with.

Second, their boards are generally comprised of the top business leaders in the state in their industry, therefore they also can provide entree to those leaders, and create awareness of business opportunities in Mineral Wells among their membership. Remember, their primary mission is like the Chamber's mission: to (1) represent their members views to elected and appointed officials, and (2) provide information & assistance with business opportunities.

Action items:

1. Draft a letter to each of the following expressing interest and inviting them to Mineral Wells.
  - Texas Construction Association
  - Texas Masonry Council
  - Texas Council on Family Violence

2. Brief the Economic Development Council, and discuss what state associations would be of interest to Mineral Wells.
3. Survey your members to determine what Associations they are members of, as they represent an entree to those Associations.
4. Launch an outreach to those you target.

#### GENERAL FOLLOW UP

The following recommendations are general in nature.

1. Establish a "Luncheon Series", as a responsibility of the Chambers Government Relations Council. This becomes the "monthly forum for your invitations to Agency officials and your state elected officials. Sell "season tables/tickets" at a discounted rate from single event tables and tickets. This will ensure a good crowd at each event.
2. Build an inter-active data base of the agencies and officials we met with, as well as those we will target.
3. Develop a 24-month plan to cultivate the Agencies. This should include:
  - An annual delegation trip to Austin; in non-legislative years, you can be more productive, because few cities do this consistently. It's also a good time to meet the staff leadership of key house & senate committees, who can brief you on what the priorities of the next session are going to be.
  - Day trips, at least quarterly, for one or both of you (Ryan and/or Lance) to follow up with those we met, and open doors to those you need to meet. Nothing beats "face to face" when building relationships.
  - Target list of who you want to cultivate
  - Propose a monthly meeting with the district directors of your 2 state reps and state senator. Use it to inform them on the work you are doing with the agencies.
4. Provide a briefing monthly to your Government Relations Council. Propose that they hold their meetings either before or after your monthly "Luncheons".
5. Consider an annual delegation visit to Washington, DC. I would propose if you decide to do this, we begin planning now to go next year, in March or April.