

Old Town Spring Improvement District

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Minutes of the Special Board Meeting Of Old Town Spring Improvement District Board of Directors

ESTABLISH QUORUM AND CALL MEETING TO ORDER

The Board of Directors of the Old Town Spring Improvement District (OTSID) held a special meeting, open to the public, on the **15th day of May 2017** at 9:00 am at the OTSID office, 606 Spring Cypress Rd., Spring, TX 77373, inside the boundaries of the District. The roll was called of the duly appointed/elected members of the Board, to-wit:

Seth Sanders	Position 1-President
Noel Eckberg	Position 2-Director
Dannette Mostyn	Position 3-Vice President
Kelly Speer	Position 4-Treasurer
Mike Rogers	Position 5-Secretary

All of the above Board members were present. Quorum was established. Also in attendance were Richard Dangler, Elisabeth Meehan and Clarence Williams.

1. CALL MEETING TO ORDER.

The meeting was called to order at 9:00 am.

2. TO REVIEW, DISCUSS AND TAKE ACTION ON THE RECOMMENDATIONS OF THE MARKETING AND ADVERTISING COMMITTEE.

Richard Dangler, the owner of The Tea Kettle Café, gave the Board a contact from a company named Mission One International, an organization which offers free commercial air time for nonprofits. Kelly Speer stated she and Seth Sanders worked as the advertising and marketing committee. Seth Sanders stated it is the recommendation of the committee to use \$10,000 in June, \$10,000 in July to start an ad campaign, and then focus on developing a campaign before Home for the Holidays. Kelly Speer stated they found three possible bids for commercials. Mike Rogers asked what the \$10,000 is buying. Seth Sanders stated it would be primarily TV ads with some radio ads. Mike Rogers asked who would write the radio script. Seth Sanders stated the Board would write it together. Kelly Speer outlined the three bids and costs: the first from Southcoast Films and Video for \$10,000 to \$20,000, the second from Bryan Locke Productions for \$1,500, and the third from Greg Sitler with Lighthouse Productions for \$600. (SEE ATTACHMENTS #1,#2,#3)

Mike Rogers asked what the length of the commercials would be. Kelly Speer stated they would be 30 seconds long and described them as Chamber of Commerce type ads. Kelly Speer pointed out a recently aired ad for Highland Homes that promoted a few of the shops in Old Town Spring. Mike Rogers asked how the ad budget would break down for each month. Kelly Speer

stated the commercials would run each month at the cost of \$250 for daily rotation. Kelly Speer added they can use it on multiple stations. Seth Sanders stated the air time is cheapest between 7 am and 3 pm. Kelly Speer stated if networks need to fill in dead spots during the news it might air it as filler. Seth Sanders added this is how the wine event ad was run during the nightly news. Kelly Speer stated Greg Sitler did the ad for the wine event. Mike Rogers asked if they could approve the budget now to go ahead. A motion was made by Kelly Speer to spend \$20,000 in the months of June and July for advertising Old Town Spring in radio and TV commercials. The motion was seconded by Mike Rogers. The motion carried.

Mike Rogers stated the current website needs to be updated and a url should be picked if used in a commercial. Dannette Mostyn stated the Board needs to find a cheaper option than paying \$500 a year for a domain. Seth Sanders stated he spoke to Clarence Williams before the meeting about taking over oldtownspring.com, but decided that's not the best option. The Board discussed various url names. A motion was made by Mike Rogers that Elisabeth Meehan investigate variations of Shop and Old Town Spring.com for a new url. The motion was seconded by Noel Eckberg. The motion carried.

3. TO REVIEW, DISCUSS AND TAKE ACTION ON THE RECOMMENDATIONS OF THE BEAUTIFICATION COMMITTEE.

Dannette Mostyn stated they are taking down the yellow tape at the museum. Kelly Speer stated she and the maintenance staff have discussed painting the office and are moving forward on that project. Kelly Speer added she'd like to work with the Houston Northwest Chamber to get more buses in town. Seth Sanders asked the Board if there is any opposition to painting the museum restroom. Mike Rogers stated it's important to make all the repairs needed for the deck and ramp in front of it. Clarence Williams spoke from the floor and said the septic tanks at the museum have been disconnected but not abandoned. He added this was a County responsibility and now that he is no longer on the District Board he has more leverage to petition the County. Mike Rogers asked about the location of the tanks. Clarence Williams stated they are under the ramp and it's the responsibility of the property owner, the County, to take care of it. Seth Sanders stated he would talk to Landon Reed. No action taken.

4. TO REVIEW, DISCUSS AND TAKE ACTION TO MAKE ANY REQUIRED OR REQUESTED ADJUSTMENTS TO THE 2017-2018 DISTRICT BUDGET.

No discussion or action taken.

5. ADJOURNMENT.

A motion was made by Kelly Speer to adjourn. The motion was seconded by Noel Eckberg. The meeting adjourned at 9:44 am.

(SEAL)

Mike Rogers, Secretary

Prepared by Elisabeth Meehan
OTSID Office Administrator

ATTACHMENTS

1. Bid from Southcoast Films and Video
2. Bid from Bryan Locke Productions
3. Bid from Lighthouse Productions