

Old Town Spring Improvement District



P.O. Box 1952 * 606 Spring Cypress Rd * Spring, Texas 77373 * (281) 288-8177 * otsid@sbcglobal.net

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 **17th day of October, 2016** at 5:00 pm at the OTSID office, 606 Spring Cypress Rd., Spring, TX 77373, inside the boundaries of the District and the roll was called of the duly appointed/elected members of the Board, to-wit:

Pam Golden	Position 1-President
VACANT	Position 2-Director
Clarence Williams	Position 3-Financial Officer
Ron Krueger	Position 4-Vice President
Mike Rogers	Position 5-Secretary

All of the above Board members were present. Quorum was established. Also in attendance were Ursula Sledge and Elisabeth Meehan.

1. CALL MEETING TO ORDER.

The meeting was called to order at 5:04 pm.

2. TO REVIEW, DISCUSS AND TAKE ACTION REGARDING THE PURCHASE OF AN ADVERTISEMENT IN THE OLD TOWN SPRING MAGAZINE FOR NOVEMBER 2016, DECEMBER 2016 AND JANUARY 2017, AND INCREASING THE CIRCULATION OF SAID MAGAZINE

Pam Golden stated the Board had been emailed sample ads from Al Thomas to be placed in the Old Town Spring Magazine for the 4th quarter publication. Pam Golden stated the proposal is for \$2000.00, for an ad and 2,000 copies for the District/Visitors Bureau to distribute, or \$1,600 for 2,000 copies of the 4th quarter publication for District/Visitors Bureau distribution with no Visitors Bureau ad. Clarence Williams stated when the special meeting was held in September the general discussion was the purpose of the ads and long term goals and if the ads are marketing the Visitors Bureau. Pam Golden stated the Visitors Bureau is run by the District and it's the only entity so far that the District uses to advertise. Clarence Williams asked Pam Golden if the purpose of placing an ad is to let people know Old Town Spring is open or that the Visitors Bureau is open. Pam Golden stated many shops are feeling the pinch of economic decline and she thought the original discussion was to pay for more magazines for a wider distribution, i.e., hotels, area RV resorts, and the Chamber of Commerce office. Mike Rogers asked if this was for 2,000 books a month. Pam Golden stated it was for the quarter.

Clarence Williams stated he spoke to Al Thomas prior to the meeting about a long term commitment, with a banner at the bottom of every page. Clarence Williams presented a copy of the banner and a mock up page made by Al Thomas demonstrating how the banner would look

below an advertisement. Clarence Williams stated Al Thomas first offered an estimate of \$30,000 for 120,000 books for a year. Clarence Williams stated he told Al Thomas that number was too high. Clarence Williams stated Al Thomas could offer them \$14,000 for the same deal. Clarence Williams estimated there's a potential of 5 million impressions with that many books. Clarence Williams stated Al Thomas is willing to do it long term at that price with 3,000 books to give to the District to distribute each quarter. Pam Golden stated her concern a long term commitment is a large cost and the agenda item is to discuss the winter quarter. Clarence Williams disagreed that the District is limited to that discussion. Pam Golden stated if the District is going to spend \$14,000 it should take longer to discuss all of its options and seek bids. Clarence Williams stated to Pam Golden this was her idea. Pam Golden stated it was not her idea to spend \$14,000. Clarence Williams stated the sample banner over the map looks terrible and argued that the District should do something in a bolder manner than just an ad in the last quarter.

Clarence Williams stated he is opposed to using the shopping bag logo because the District is more than shopping. Pam Golden asked if any other Directors have comments. Ron Krueger stated looking at a full year should be its own agenda item and the current agenda item only covers a quarter. Pam Golden stated the agenda item was written this way to only cover the short term advertising concerns for the upcoming 4th quarter. Mike Rogers stated he would like to know if the District could see any results before committing to an entire year. Clarence Williams stated that couldn't be quantified, but it's important to get the information out. Mike Rogers stated the readers can't miss the ad if it's on every page, but he would like to use the nicer banner Clarence Williams presented. Clarence Williams reported Al Thomas telling him the book is going to be uniform from now on, with the second page being the history page, the third being the index and the map being in the middle. Pam Golden expressed her concern that the banner on every page makes it look like the Visitors Bureau is putting out the magazine. Clarence Williams stated he doesn't think there's a downside if the magazine appears that way since it's a popular item.

A motion was made by Mike Rogers to accept Al Thomas's bid for \$2,000 for an ad in the November 2016-January 2017 issue using the new banner design above the map. The motion was seconded by Ron Krueger. The motion carried. (SEE ATTACHMENTS #1 AND #2)

3. TO REVIEW, DISCUSS AND TAKE ACTION REGARDING THE RENEWAL OF THE LEASE FOR ONE-HALF OF THE BILLBOARD LOCATED ON I-45 IN FRONT OF SPLASHTOWN/WET-N-WILD.

Pam Golden stated to the Directors, they had been given a copy of the original billboard lease and a draft renewal lease to review. Pam Golden pointed out the long-term clause that was not in the original lease. Clarence Williams stated the only changes should be the dates and asked who requested legal to put the long-term renewal clause in the document. Pam Golden stated no one had, there had been a miscommunication regarding legal counsel's review of the billboard lease, but that this was a draft. Mike Rogers asked who has the other half of the billboard. Clarence Williams stated it's currently rented out to Wet-N-Wild by Bill Ash, owner of the board. Pam Golden asked who made the current banner wrap for the billboard. Clarence Williams stated ADI did the wrap and they did professional, quality work if the District wants to change its artwork in the future.

A motion was made by Ron Krueger to renew the lease with Bill Ash as previously approved with only a change of dates for the current lease updating it to the new dates. The motion was seconded by Mike Rogers. The motion carried. (SEE ATTACHMENT #3)

4. ADJOURNMENT.

A motion was made by Ron Krueger to adjourn. The motion was seconded by Mike Rogers. The meeting adjourned at 5:35 pm.

(SEAL)

Mike Rogers, Secretary

Prepared by Elisabeth Meehan
OTSID Office Administrator

ATTACHMENTS:

1. Email from Al and sample ads
2. Banner ad sample
3. 2016 Billboard lease draft with Bill Ash