

**Van Alstyne Community Development Corporation**  
**Minutes**  
**Regular Board Meeting**  
**228 East Marshall**

**Thursday, January 12, 2012, 6:30 P.M.**

- 1. Call to order-Recognition of Guests:** The meeting was called to order by Dr. Paul Westmoreland @ 6:38 p.m.

  - Present: Dr. Paul Westmoreland, Billy Plake, Judy Womack, Kanita Larkins, Amelia Giles, and Nancy Webb, Betty Samuels
  - Absent: Jon Bormann
  - Guests: City Manager, Philip Rodriguez; Mayor Kim DeMasters; and Laura Dapkus, Sheep Boutique
  
- 2. Minutes from previous meeting:** Minutes from December 8, 2011 were reviewed by members. Nancy Webb made a motion to accept the Minutes, Amelia Giles 2<sup>nd</sup> the Motion. Motion carried.
  
- 3. Treasurer's Report:** Treasurer's Report was presented to the Board by Nancy Webb. Judy Womack made a motion to accept the Treasurer's Report, and Billy Plake 2<sup>nd</sup> the Motion. Motion carried.
  
- 4. Visit Historic Downtown Van Alstyne Sign:** Samples of the sizes of signs were presented on the floor at the entrance with masking tape measuring 48" x 60" priced at \$750.88 and 48" x 72" priced at \$891.38. This does not include the cost of the post. As the sign will be placed 500 feet from the Van Alstyne exit and on the farthest side of the highway on the access road, the sign should be placed at an angle. Betty Samuels will look into the cost of larger sign (96").
  
- 5. City Calendar:** Our website will include a city-wide calendar that will show different organization's event in an effort to prevent creating conflicting schedules. Churches will not be included. In that Van Alstyne Independent School District has so many various events, a link will be provided to their website. The office staff of Van Alstyne Community Development will be responsible for updating the website to include the calendar.
  
- 6. Map of Historic Markers:** Cheryl Snyder and Amelia Giles have drafted a map.

- 7. Three Year Strategic Plan Final Draft:** The Board reviewed the Three Year Strategic Plan. After making some correction to make the language flow better, we will be ready to present it to the City Council.
- 8. Website Progress:** Laura Dapkus presented the VACDC website. She will move forward to make it live.
- 9. Digital Sign out by Highway and/or cost of Billboards:** Judy Womack has checked the prices of billboards. The average cost of a one-sided billboard is \$600 month/\$7,200 year. The average cost of a digital sign is approximately \$7,500.00. Mayor Kim DeMasters will check into the Onyx sign at the Georgetown Estates. Onyx is no longer building and we may be able to lease this sign.
- 10. Adjourn:** Nancy Webb made the motion to adjourn, Amelia Giles 2<sup>nd</sup>, Motion carried.

Minutes respectfully taken by Board Secretary Kanita Larkins.

01/20/2012