

BARTONVILLE COMMUNITY DEVELOPMENT CORPORATION MEETING HELD ON THE 12TH DAY OF APRIL 2017, AT BARTONVILLE TOWN HALL, 1941 E. JETER ROAD, IN THE TOWN OF BARTONVILLE, COUNTY OF DENTON, TEXAS AT 6:30 P.M.

The Bartonville Community Development Corporation met in a regular meeting with the following members present:

Jim Langford, Chair
Terry Rock, Vice Chair
Randy Van Alstine
Dwain Skrobarcek

with the following member absent: Jim Foringer

Also present: Tammy Dixon, Town and Board Secretary

There constituting a quorum, the following business took place:

A. CALL TO ORDER

Chairman Langford called the meeting to order at 6:32 p.m.

B. CITIZEN PARTICIPATION

The purpose of this item is to allow citizens an opportunity to address the Bartonville Community Development Corporation Board on issues that are not the subject of a public hearing. Items which require a public hearing will allow citizens or visitors to speak at the time that item is introduced on the agenda. No formal action can be taken by the Board on items that are not posted on the agenda.

There were none.

C. ITEMS

1. Consider approval of the February 15, 2017, meeting minutes.

Terry Rock moved to approve the February 15, 2017, meeting minutes. Randy Van Alstine seconded the motion. The motion carried by vote of 4 to 0.

2. Review Financial Report ending March 31, 2017.

Ms. Dixon reviewed the financial reporting ending March 31, 2017.

3. Discussion on Bartonville Community Guide.
4. Discussion on marketing ideas for Bartonville businesses.

Chairman Langford opened items 3 and 4 together.

Ms. Dixon introduced Kelly Murray with Murray Media Group. Ms. Dixon stated she completed most of the content for the guide over the past year and that she reached out to Murray Media to obtain costs to publish a professional quality product.

Ms. Murray distributed copies of current magazines published by Murray Media (*Argyle Living*, *Lantana Living*, and *Argyle ISD Insight*) and provided a mockup of the Bartonville Community Guide and a Business listings marketing guide.

She explained the community guide would be a full color, glossy, print magazine that would be delivered to every residence and business. There would be an online digital version of the magazine and a social media page dedicated to the businesses and events located in Bartonville.

Ms. Murray stated the business marketing guide could be mailed quarterly and would reach approximately 45,000 homes which include Bartonville, Lantana, Flower Mound, Argyle, Copper Canyon and Double Oak.

Ms. Murray stated the proposal for the guide includes printing and mailing based on 2000 print copies. The cost would range between \$3215.00 (36 pages) to \$4349.00 (64 pages) depending on the number of pages used. The production costs would be \$85 per page for design and layout. The cost of the quarterly mailer could be offset from business advertising.

Ms. Dixon stated the current funds allocated for marketing was \$24,000 with \$9,000 budgeted for the current fiscal year. She explained, per State law, the BCDC could spend up to 10 percent of the sales tax revenue for “promotional purposes.” Any unexpended funds set aside for promotional purposes in prior years may be expended along with 10 percent without violating the cap.

Following discussion, the board directed Ms. Dixon to proceed with publishing the guide through Murray Media.

E. FUTURE ITEMS

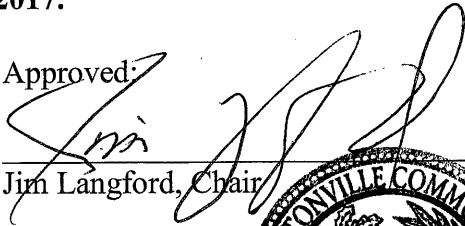
No discussion.

F. ADJOURNMENT

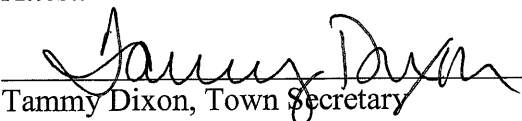
Chairman Langford adjourned the meeting at 7:16 p.m.

BCDC approved this the 10th day of May 2017.

Approved:


Jim Langford, Chair

Attest:


Tammy Dixon, Town Secretary

