

DDA MINUTES May 26, 2022

In Attendance: Andrew Schultz, Alexandra Copeland, Natalie Fuller, Larry Loeks, Dave Groendyk, Seth Ganton, Chad Kerwin, Joe Wolf, Supervisor Nick Loeks

Absent: N/A

The meeting was called to order by President Andrew Schultz at 9:03 am.

Item 2: Approve Agenda

Motion: Supervisor Nick Loeks

Support: Dave Groendyk

Motion Carries

Item 3: Approval of Minutes from 4/28/22

Motion: Larry Loeks

Support: Alexandra Copeland

Motion Carries

Item 4: Social Media Proposal – Barrow & Co

We have previously discussed adding a social media platform for the DDA. Kasi Barrow presented her proposal and company. She previously distributed a link to her company, as well as a QR at the meeting for scanning and additional information. She has managed her lake association social media, as well as Junior League. Her new agency has 1 current client, we would be her 2nd potential client. An example of the re-branding for the Eagle Lake Texas Association was presented for review.

Kasi had questions/info for the DDA:

- Do we have a logo or will we use the Township? Andrew stated we don't have one currently. Kasi could put together a branding package to show what our content could look like. She also pulled demographics, and will set goals and provide monthly analytics reports. Sprout Social is the platform used, and our content would be scheduled and set here, then sent to us for approval.
- All pictures taken by Kasi are not copyrighted, so we would have ownership. Promotions and special events from the businesses in the DDA would be part of the content. Proposal included an hour of photography per month, but we can also add more for specific events.
- Would like to feature engagement type posts.
- When would we like to start this project?
- Alexandra asked how many posts would be done per week, as we have no current social media presence. Kasi stated 2-4 included in the proposal. Her recommendation is that we only have a Facebook page at this time, and build to Instagram in the future, to maintain a targeted audience.
- Natalie asked how she would balance the business promotions with community engagement? Kasi suggested we focus on one business per week to not overwhelm our audience. We can create a schedule.

- We need to create shareable content, because this allows for more exposure and shows up on more pages.
- Joe Wolf asked if Kasi would be the Administrator and how would the page be managed? Someone from the Township will need to set up the actual page and then add Kasi as an Admin so that the DDA maintains ownership. All content would be uploaded to Sprout Social, and then needs to be approved by a point person on the DDA, and it will need to be approved timely. Early on this would likely be weekly, and move to monthly. Anyone that wants to post content on the page needs to be sent to Kasi, and then it would be scheduled and approved for posting. Alexandra added that we would want to establish some expectations for quantity / frequency of posts from DDA businesses; maybe even a sub-committee to set guidelines. Shared content is also an option, to pull information from posts each business has on their own pages.
- Andrew asked what are the long term plans are for Barrow & Co? Kasi also has a brokerage firm, but is focused primarily on the marketing company. She is finishing her last class and graduates end of June. The business will not officially launch until after Labor Day, and she will hire a team at that time. There are 4-5 clients on the wait list for fall launch.
- Shari Groendyk asked for a link to the other client that we can review. The other client is an influencer, and is not selling anything, and focused on marine. But she will send the link to Alexandra who will distribute it to all of us. ELTA page has multiple contributors, but the fun content is from Kasi.
- Andrew asked if there is a term length on the proposal. Once we move forward, we would create a contract – likely 30 day and then month to month.

Joe Wolf added that the goal is to promote our businesses and the Corners, and these social media platforms are our best way to reach our audiences.

We will discuss and follow up with Kasi after the meeting.

Item 5: Ring Road Segment Update

South segment from Dave's Glass to Vineyard Pkwy received feedback, and sat down with the engineer to make some manageable changes, including a bump up in the middle of the roundabout. There will be some back and forth with the Road Commission throughout the summer, so we are a few months out from approval, but moving forward.

Item 6: Callander Commercial Development Update

At the last meeting, we discussed what the DDA was willing to contribute. Also, the Township Board met and support extending the sewer and water. Julie V. is working with the Township, DDA, and Callander to draft an agreement which will then need to be approved. Latest discussions sound like Callander is on board. DDA contribution is up to \$99,000 for the road stub up to the property line.

Additional Comments:

Alexandra suggested that if we want to move forward with social media for the summer we should keep going, with Kasi or otherwise, to capitalize on the summer. Andrew added that Kasi being local and having fewer clients right now would allow her to focus on us a bit more and be a good fit. Dave specified that we would want a 6 month commitment, which would take us through the end of the year. Andrew added that we shouldn't wait, as the fun things that happen are during the summer, so it would be easy to get started. Brooke asked if the branding was included in the proposal. Does the DDA need their own logo? Supervisor Loeks will again try to get ownership of the Facebook handle. Joe added that we should start by having Kasi build fun content and approve everything, to help grow the

page and it's engagement. We will want to keep it somewhat generic as we get up and running. We could also send an email announcement to the DDA business owners once the page is built, with Kasi's contact information. Andrew likes the suggested idea of a sub committee. Joe offered to have his marketing person build the page. Brooke recommended that we create an email account for the DDA through the Township. The next newsletter goes to print in 2.5 weeks, so if we create the page we could include an announcement. Brooke will create the email address for us.

Supervisor Loeks will reach out to Chris at Fletcher's for the Facebook handle

Brooke will create an email address for the DDA, with Alexandra as the contact

Motion to approve up to \$2,800 (7 months x \$400/month) for Barrow & Co to manage a DDA social media page for Texas Corners: Andrew Schultz

Support: Larry Loeks

Motion Carries

Alexandra asked if we got more Kiwanis flags? Andrew provided an update, yes, we went from 30 to 40 and they will be put in front of all the new businesses. 1 in front of Rykse's, Louie's, Dave's Glass, Liquor Store, Consumers ATM, Dentist & Ameriprise, 3 down West side of Vineyard, as well as all the original that won't be moved.

With no further comments, the meeting was adjourned at 9:42 am.

Motion: Andrew Schultz

Support: Larry Loeks

Next Meeting June 23, 2022 at 9:00am.

Respectfully Submitted,

Natalie Fuller