

MPR EDC Monthly Activities
July 6- August 10, 2023
Discover Morgan's Point Resort, TX website: <https://mpr-edc.org>

Minutes:

- **July 6, 2023 draft**

Treasurer's Reports

- FY19, FY20 & FY21 Audits by John Coggin, CPA is expected to be complete by September 30, 2023
- FY22 Financial Statements (Compilation)- July 20, 2023- Debbie forwarded information to CPA
- Debbie's July/August Financial Statement and July Bank Statement

Membership & Officers:

- August 8, 2024- Welcome Terry to the MPR EDC Board of Directors! City Council approved appointment of Terry Harrah to serve the remainder of Stan Briggs' term (expires 12.31.24)
- Per our bylaws, we must have a Secretary who is a board member.

Work plan & budget (2023-24)

- August 8- City Council approved work plan and budget at their August 8th City Council meeting.
 - IRS- We've included the \$15,180 in our 2022-23 budget. The August 8 City Council packet included copies of our IRS penalties, copy of letter requesting abatement of penalties and a timeline of the EDC formation and operations leading up to the penalties. If IRS denies our request, Linda passed on the EDC's request that the City reimburses us for the penalties. Linda spoke for about 30 minutes at the August 8 workshop & reviewed the EDC Formation and Operation Timeline with the council and answered questions.

Board Member Communication

- Created a "Work Plan" page on the website for updates on projects- resources etc.
 - https://mpr-edc.org/?page_id=391
- Economic Development educational opportunities: On-line free workshop: Sept 28 & 29
<https://www.aarp.org/livable-communities/about/info-2023/economic-development-workshop.html>

Project updates:

- **Hdl Companies**- Retail Market Analytics Reports are posted under "Studies, Analysis, Designs, Solutions". Hdl has offered a training session- understanding the reports and how best to use them in economic development. Waiting on a date.
- **BVRT**- wastewater solutions (City Council is reviewing) background information + proposal for BVRT to fund, build, own and operate water resource recovery facilities for MPR posted under "Studies, Analysis, Designs, Solutions". Waiting on decision by City Council
- **City of Temple** partnership for a Master Plan to include "The Pit", The "Four Corners" and SH 317/FM2483. MPR City Attorney has just reviewed the contract for MPR signature. The contract has been reviewed by MPR City Attorney and should show up on the Temple City Council agenda shortly. MPR EDC waiting on invoice for \$15,000. Project timeline is 4 months after agreement is signed. March 17, 2023 Proposal is posted under "Studies, Analysis, Designs, Solutions". The Master Plan goes beyond just a wastewater solution. Includes a "Design Buffering Concept".
- **Texas A & M Central Texas**- **July 17, 2023**- Hdl market analytic reports forwarded for use by Texas A & M CT for our business feasibility study. We have \$17,500 remaining in our budget for the study. Dalton and Cary are also working with the school on additional projects for MPR. One of the projects is a water feasibility study to use wells to supplement the water MPR purchases from Temple. Look at an example of a project that was done for the City of Florence- posted under "Studies, Analysis, Designs, Solutions". Dr. Fulmore and Dr. Tennant (Accounting and Business Dept) are creating a project for their students to use MPR as a case study focusing on "The Pit". Dr. Murphy (Research & Economic Development) will be helping us through the UCARE program- University Center for Applied Research and Engagement (ideas & grants).

- **Business Development**
 - **New Business Development**
 - **Young Entrepreneur Program**
 - August 2- Linda, Dalton and City Council member Jimbo Snyder attended a meeting with Matt Smith, BISD Superintendent and Gabi Nino, Assistant Superintendent of Tech & Learning. Goal is to form a “stand alone” 501 (c) 3 non-profit. Next step will be to form a 7 +/- member board of directors to come up with the “object/concept” for the non profit. It will be a regional program, with a focus on MPR. Linda reported on the project and it is very well received by the City Council.
 - <https://lemonadeday.org/> - Linda has received inquires from various parents to start a similar program for very young “kidpreneurs”- perhaps holding a contest/pop up event similar to an event sponsored by Killeen EDC.
 - **Outdoor Recreation & Entertainment-** August 10- Linda is working with Anna Barge from Central Texas Council of Governments & Spencer Zamora from Texas Economic Development and Tourism “Travel Texas” regarding any studies that could tell us the economic value of recreational lakes to the surrounding cities-specifically the economic impact on a lakeside business community and return on investment to the community as whole.
 - **Vendor Rentals**
 - SummerFest 2024
 - Annual Pop Up Market 2024
 - Eclipse 2024 (City is working on an event)
- **Revenue Diversification**
 - Outdoor Programs/Businesses that could generate income for the city- Texas Parks & Wildlife are not all about park grants. (Spencer Zamora recommends contacting TP&W for their guidance)
 - Ticket sales & room rentals- A large multi purpose building could be built in MPR (even on septic, if needed). The building would be similar to the community center. Free rental events for our city non-profits, an emergency location for our residents & for economic development- room rentals for events, meetings, ticket sales for City events etc. The Library is promoting “Elder Explorers @ The Point”. They are gathering statistics on whether or not a senior center would be utilized by MPR residents (applying for grant money & city funds)—the business rentals & ticket sale events will be a bonus.
- **Community Outreach**
 - MPR “Mini Farmer’s Market”- The “Mini” Farmer’s Market has been very well received by residents, City Council and visitors to MPR. No revenue for the City or EDC at this time, but a great opportunity to show that “seasonal, mobile and temporary” businesses could be very good for the MPR residents. The mini market is the first step of what could be a larger event in the future. MPR is supporting the event in a minor way by supplying traffic cones (for safety) & a feather sign (for advertising).
- **MPR EDC Risk Management**
 - **Social Media**-Facebook- Discover Morgan’s Point Resort, Tx. We fall under the City’s new Social Media Use and Commenting Policy and Brand Guidelines. Social media falls under the Open Meetings Act.
 - EDC use of City logo- We are not the City and should not be using the City logo. Linda removed it from our Facebook page and created a temporary Facebook logo (a compass).
 - Social Media Archives- The City is able to add MPR EDC’s social media account to their social media archival package (2023-24 budget). There should be no cost for the EDC.
 - Facebook Admin- Linda added Esther Weaver (MPR Communications & Marketing Manager) to our Facebook page as an Admin.