

## Special Meeting, June 2, 2016

In attendance: Board Members - Lonnie Meredith, Randy Hise, Megan Cox, Kent Colley, Bud Walker, Executive Director - Jimi Coplen, City Manager

Visitors: None

1. **Call to order:** 12:16 p.m.

2. **Invocation:** Lonnie Meredith

3. **Discuss and/or take action on the production of a marketing video for Haskell.**

Information or discussion: The board would like more information from Russell Graves. They would like to see some of his ideas and thoughts on what the video would be for Haskell. The board is interested but need more information. No action was taken.

4. **Discuss and/or take action on donating dirt from the DCOH land to the school for building their new pig barn.**

Information or discussion: Kenny Cockerell talked to Kent about the possibility of needing additional dirt for their new pig barn. He asked if he could get some dirt from the DCOH land. A motion was made to allow him to get the dirt if he needed it from the DCOH land.

1<sup>st</sup> Motion: Kent Colley

2<sup>nd</sup> Motion: Megan Cox

Motion Carries: All

5. **Discuss and/or take action on strategic plan and objectives for the DCOH Director.**

Information or discussion: The board would like to implement some short-term goals to meet their financial obligation promised to the DCOH director when she was hired. The salary of \$48,500 was agreed upon for six months. At that time, if goals were met, the salary would increase to \$50,000.

The board discussed the following items as goals they would like the DCOH Director to achieve in the first six months of employment:

1. Priority #1 for the director will be...
  - A. Combine goals 1, 4, and 6 into one goal. That would read as follows: **Recruit new businesses to Haskell, with emphasis on telecommuters**
  - B. That goal will be measured according to the items below.
    - a. Step one - research options and put in writing how those things would be accomplished.
    - b. Step two - present a plan of approach for each item, incentive plans, etc., along with a time frame and dollar amount to the board.
    - c. Step three – begin implementation of the plan.
2. Priority #2 would be...
  - A. Combine goals 5 and 9. That would read as follows: **Work with current businesses and let them know ways the DCOH can help them.**
    - a) The goal set by the board was to visit with two businesses per week.

- b) This will be documented in writing to the board.
- 3. Priority number three would be...
  - A. Develop a marketing plan for the DCOH and present it to the board.
    - a. Put all marketing efforts and the costs to implement them in writing, including the following items:
      - 1) Social Media
      - 2) Brochure and folder
      - 3) Video
      - 4) Alumni marketing

**Meeting adjourned at 1:30 p.m.**

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Lonnie Meredith, President

\_\_\_\_\_  
Date

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Randy Hise, Treasurer

\_\_\_\_\_  
Date