

North Central Texas Economic Development District (NCTEDD)
Meeting Minutes – July 13, 2018
North Central Texas Council of Governments | 616 Six Flags Drive, Arlington, TX 76011

1. Welcome and Introductions

EDD Chair, Marty Wieder, welcomed all in attendance and called the July 13, 2018 meeting of the North Central Texas Economic Development District (NCTEDD) to order at 10:00 am. He asked everyone to make sure they signed in and to note their preferred method of contact (attendance attached).

2. Welcome New Board Members

The Board welcomed new members Bruce Payne, Economic Development Director, City of Arlington; Sharon Hayes, City Manager, City of Weatherford; Karen Dickson, Director of Economic Development, City of Azle; and Shane Shepard, Economic Development Director, City of Lancaster.

3. Approval of Minutes

Minutes of the April 24, 2018 meeting were approved unanimously, upon a motion by Craig Hulse, second by Bruce Payne.

4. Update on Bylaws Amendment Approved by NCTCOG Executive Board at its May 24, 2018 Board Meeting

Marty Wieder directed the Board members to the amended Bylaws that were provided as part of the meeting Board materials. Lucille Johnson explained that the NCTCOG Executive Board had amended the NCTEDD Bylaws at its May 24, 2018 meeting, in accordance with EDD Board recommendations from its April 24, 2018 meeting. She reminded the Board that the recommended amendment included the restructure of population categories and Board seats as follows:

- 2 Seats Populations more than 500,000 (currently 2 seats for cities more than 350,000)
- 2 Seats Populations between 200,000 and 500,000 (currently 2 seats between 200,000 and 350,000)
- 2 Seats Populations between 100,000 and 200,000 (currently 2 seats)
- 4 Seats Populations between 50,000 and 100,000 (currently 2 seats)
- 4 Seats Populations between 25,000 and 50,000 (currently 2 seats)
- 10 Seats Populations less than 25,000 (currently 6 seats)
- 3 Seats Representatives from Private Sector (currently 2 seats)
- 10 Seats Representatives from Principal Economic Interests (currently 9 seats)

Lucille further explained that the NCTCOG Executive Board also removed the requirement that each county government pass a resolution to support and join the District since cities and representatives from principal economic development interests and the private sector were not required to do so. The portion of the Bylaws that was changed can be found in Article 3 – EDD Board, Sections: 2 Membership, 3 Composition, 4 Representation and Method of Appointment – Local Government, 5 Representation and Method of Appointment – Private Sector Representatives, and 6 Representation and Method of Appointment – Regional Principal Economic Interest Representatives.

5. Briefing on Talent Funnel Project

NCTEDD Board member Craig Hulse, Economic Development Director for the City of North Richland Hills, talked to the Board about a potential project that could be of use to the district and the region. He talked about the need to be able to provide potential businesses considering location in the region and looking for college students/workers/labor force with a way to link to the labor market through current data. He said that the number of students enrolled in universities in this region is over 135,000 students and totals the population of the city of Denton. He spoke about the opportunity for access and awareness to postsecondary data for site election, business recruitment and business retention, and the challenge of having accurate, accessible, uniform and timely figures. Mr. Hulse described how this talent acquisition aligns with Goals one and two of the Comprehensive Economic Development Strategies (CEDS) to: *develop a globally competitive skilled workforce* and to *enhance the North Central Texas region's economic competitiveness*.

He also gave two examples of current tools that provide useful information using postsecondary enrollment data: (1) Texas Labor Analysis, which is provided by the Labor Market and Career Information (LMCI) Department of the Texas Workforce Commission (TWC), and (2) Texas Industry Profiles Labor Availability Estimator, which is provided by Texas Workforce Solutions.

He explained that the Texas Labor Analysis is an online tool that offers the ability to compare current labor supply for user selected occupations by Workforce Development Area, and the Texas Industry Profiles Labor Availability Estimator is a module designed to help public officials and prospect firms determine if the region's supply of appropriately skilled labor is sufficient to fuel economic development for any given industry. He said that there are limitations to each of them. Data from the first tool provided a two-year lag on enrollment data and allows only one education program to be selected at a time. Data from the second tool provided a six- to seven-year lag on employment and enrollment data and allows only one individual NAICS at a time.

Mr. Hulse discussed how the District and the region could benefit with finding a means to a better path of linking more current data on labor availability with hiring needs to help potential employers know and find who is in the available labor force and the points of contact to locate the skilled workforce.

He told the Board that a Talent Funnel Initiative should be considered because:

- The availability of skilled workers is the #1 factor in determining site selection (according to Area Development Magazine's 2017 survey);
- Over 135,000 students are enrolled in DFW four year institutions; 65,000 full- and part-time students enrolled in Tarrant County College;
- Site selectors desire and prefer readily available data on short notice;
- Students desire gainful employment upon graduation; and
- Communities desire to promote their employment base and skill level

6. Discussion on Task Forces and CEDS Goals and Objectives Priorities

Marty Wieder told the Board that the prior discussion on Talent Funnel was an excellent introduction into prioritizing the goals identified in the CEDS and the development of Board member task forces to help focus on and report on the goals. He explained that at the EDD Board meeting in April, he requested Board members to look at the CEDS goals and objectives and provide feedback on their ranking of the top three goals and the top objective of those goals, each having been identified in the CEDS. He provided the Board with a copy of Sections 3 and 4 of the CEDS, which contain the goals and objectives, as well as a copy of the results of their rankings as identified below:

Results of the CEDS Goals and Objectives Ranking

Responses Received from Board Members

- Received responses from 18 Board Members (some selected multiple objectives for one goal)

Goal Breakdown for the #1 Goal

- **Goal 1 was selected by 13 as the #1 Goal**
- Goal 2 was selected by 4 as the #1 Goal
- Goal 3 was selected by 1 as the #1 Goal
- Goal 4 was selected by 0 as the #1 Goal
- Goal 5 was selected by 0 as the # 1 Goal
- Goal 6 was selected by 0 as the #1 Goal

Goal Breakdown for the #2 Goal

- Goal 1 was selected by 2 as the #2 Goal
- **Goal 2 was selected by 7 as the #2 Goal**
- Goal 3 was selected by 4 as the #2 Goal
- Goal 4 was selected by 4 as the #2 Goal
- Goal 5 was selected by 0 as the #2 Goal
- Goal 6 was selected by 1 as the #2 Goal

Goal Breakdown for the #3 Goal

- Goal 1 was selected by 2 as the #3 Goal
- Goal 2 was selected by 1 as the #3 Goal
- **Goal 3 was selected by 7 as the #3 Goal**
- Goal 4 was selected by 2 as the #3 Goal
- Goal 5 was selected by 4 as the #3 Goal
- Goal 6 was selected by 2 as the #3 Goal

The selection of objectives varied as follows:

- The #1 Goal (Goal 1 in the CEDS)
 - a (6), b (0), c (1), d (0), e (1), f (4), g (0), h (1)
- The #2 Goal (Goal 2 in the CEDS)
 - a (3), b (4), c (0), d (1)
- The #3 Goal (Goal 3 in the CEDS)
 - a (2), b (1), c (3), d (0), e (1), f (2)

The top goals and objectives are:

- Goal 1, Objective a
- Goal 2, Objective b
- Goal 3, Objective c

Total number of times all goals were chosen as either number 1, number 2 or number 3:

- Goal #1 Chosen 17 times
- Goal #2 Chosen 12 times
- Goal #3 Chosen 12 times
- Goal #4 Chosen 6 times
- Goal #5 Chosen 4 times
- Goal #6 Chosen 2 times

Mr. Wieder told the Board that the prior discussion of Talent Funnel, which focused on CEDS Goal No. 1 and Goal No. 2, directly correlated with the goals identified by the Board as the top three, which were CEDS Goal No. 1, Goal No. 2, and Goal No. 3.

- 1. GOAL No. 1.** Develop a globally competitive **skilled workforce** that encourages businesses to start, locate, and expand in the North Central Texas region.

Objective:

- a. Conduct collaborative planning activities with regional partners to promote alignment of economic and workforce development goals, including advocacy emphasizing postsecondary education and skills training to support high-growth, high-wage jobs, including skilled trades

- 2. GOAL No. 2.** Enhance the North Central Texas region's **economic competitiveness**.

Objective:

- b. Help communities implement economic development strategies that grow existing, locally-owned businesses and attract new companies to the North Central Texas Region

- 3. GOAL No. 3.** Pursue opportunities and strategies that continue to make the North Central Texas region an **entrepreneur-friendly** region.

Objective:

- c. Ensure that entrepreneurs and small businesses have access to the resources they need to start and grow

Marty and the Board discussed at length, Goal No. 1, with the discussion resulting in the importance of the working relationship with the NCTEDD and the three regional Workforce Boards, the colleges and universities in the region and agencies, such as United Way, The Dallas Regional Chamber, North Central Texas InterLink, Catholic Charities, The Women's Center and others throughout the region to create linkages that provide for current data, points of contact and system changes to accomplish the objectives of Goal No. 1. One suggestion was made to have a Labor Access Task Force to focus on Goal No. 1.

With respect to the length of the meeting, Marty told the Board that the discussion of Task Forces would be continued at the next NCTEDD Board meeting, scheduled for August 24, 2018. Lucille told the Board that she would work with the NCTCOG Workforce Board to arrange a future discussion meeting with the various regional groups to look at ways to provide data and resources to address Goal No. 1, its objectives and talent funnel.

7. Reminder to Submit In-Kind Worksheets

Marty reminded Board members to submit their in-kind worksheets and Lucille explained their importance to the grant process.

8. New Business

No new business items were discussed.

9. Next Meeting Date

Marty informed the Board that the next scheduled NCTEDD Board meeting is August 24, 2018 at 10:00 AM at the NCTCOG offices.

10. Adjournment: Marty adjourned the Board at 11:45 am.

I hereby certify that these minutes were approved by the North Central Texas Economic Development Board on _____, 2018.

Kassandra Carroll, CECD
Secretary-Treasurer, North Central Texas Economic Development District Board
Economic Development Coordinator, City of Waxahachie