

North Central Texas Economic Development District (NCTEDD)  
Virtual Zoom Webinar Meeting  
August 1, 2022, | 10:00 AM

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**MEETING MINUTES**

**1.) Welcome and Introductions**

Fred Schmidt, NCTEDD Board Vice-Chair and Director of Corporate Relations and University Advancement at the University of Texas at Arlington, opened the meeting at 10:01 and welcomed Board members and guests. Fred stated that Susana Privett from the U.S Census Bureau will be conducting a Census training workshop on how to access the most current and relevant Census data at today's meeting. He explained that Board members would be able to unmute their devices to speak, ask questions, and conduct the meeting. Fred encouraged meeting attendees to use the Chat feature to ask questions. NCTEDD staff would monitor and read the questions posted in the Chat.

Fred shared that NCTEDD Board attendance will not be taken as the Zoom webinar meeting feature makes a record of the Board members attending the meeting.

**2.) Fred introduced the following new Board members:**

- Ron Simmons, Chairman of the Board of Texas Mutual Insurance Company, as a new NCTEDD Board member. Mr. Simmons fills the open seat for Collin County on the NCTEDD Board.
- Dr. Suku Nair, Associate Provost for Research and interim at SMU and the Director of the SMU AT&T Center for Virtualization, as a new NCTEDD Board member. Dr. Nair fills an open seat in the Principal Economic Interest category of the Board.

**3.) Approval of the May 2, 2022, NCTEDD Board Meeting Minutes.**

Fred asked for approval of the May 2, 2022, NCTEDD Board Meeting Minutes. Hearing no questions or changes, he called for a motion and second. Upon a motion of John Smith, seconded by Dr. Maria Martinez-Cosio, the minutes were unanimously approved.

**4.) Fred announced the retirement of Dr. James Quick, Southern Methodist University and NCTEDD Board Member**  
Lucille Johnson praised Dr. Quick for being instrumental in assisting with the development of the Economic Development District and the Education Sector in the District. She expressed how fortunate and grateful we were to have him on the Board and thanked him for his service. Fred recognized Dr. Quick as being a huge advocate with regard to the development of the District and the CEDS (Comprehensive Economic Development Strategy) and for leading the Education cluster for the CEDS.

**5.) Guest Speaker – Stacey Webb**

Stacey Webb, Economic Development Representative, provided an Economic Development Administration update. She stated that all of EDA's ARPA (American Rescue Plan Act) funds and regular fiscal funding have been spent and that they are now waiting for their October 1, 2022, budget. However, she stated that there are a couple of national ARPA competitions that are still ongoing, one being the Good Jobs Challenge. She said that several applications were submitted from this region and that the announcement of those awards should be forthcoming. She explained that the EDA's largest programs are the Public Works and Economic Adjustment Assistance programs that fund all types of infrastructure and other economic development activities. Unlike the ARPA funds, in which case all communities were eligible, in the regular programs, the communities or project impacted area must meet certain distress thresholds. This determines what the EDA grant rate will be, which can be anywhere from 50% up to 80% of the total project. She mentioned that these programs fund at a lower amount than the ARPA funds and that the application is open ended and is accepted year-round. She mentioned that the ARPA projects that were good projects and weren't selected due to lack of funding will be rolled over into the normal program year. Therefore, the new fiscal year funds will be used up quickly so it's important to get your project in early. Anyone applying for an EDA grant needs to work with the local EDD to ensure the application is in line with the regional

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CEDS. She stated that all EDA's projects must be reviewed by the EDD and that this year's budget has an increase in funding of approximately \$115 million.

**6.) Guest Speaker – Susana Privett**

Fred introduced Susana Privett, Data Dissemination Specialist (DDS) for the U.S. Census Bureau covering Texas, Oklahoma, Kansas and assisting in New Mexico. Susana stated that she welcomes anyone to contact her directly should they have questions or need assistance with the Census website and information. Susana shared her screen and provided an overview of the Census.gov. <https://data.census.gov/cedsci/>.

She showed how to use various tools and webpages on the Census websites

Data Tools and/or databases

- Tools - <https://www.census.gov/data/data-tools.html>
- QuickFacts - <https://www.census.gov/quickfacts/fact/table/US/PST045221>

Geography

- Levels of geography
  - <https://www2.census.gov/geo/pdfs/reference/geodiagram.pdf>
- Tract maps
  - <https://www.census.gov/geographies/reference-maps/2020/geo/2020pl-maps/2020-census-tract.html>
- Tables to use <https://www.census.gov/programs-surveys/acs/data/data-tables.html>
  - DP02      assorted topics
  - DP03      money related topics
  - DP04      housing topics
  - DP05      race/ethnicity, age and gender
  - 2020 tables

She explained that every year the Census Bureau gets better with the data and online reference information. She gave an overview of the Quick Facts and mentioned that it provides a list of statistics for communities that have at least a 5,000 in population. She stated that this information has a lot of different subject areas and is most searched for on the website. She further stated that you can select up to five geographies at one time to reference and compare. There are also maps and chart features as an option. The Quick Facts section is a resource for getting a quick population or statistic.

She gave an overview of the geography section of the website and stated that it is the foundation for everything done at the Census Bureau. She stated that the reference and tract maps have been updated to the 2020 census and are updated every 10 years. Tract data describes the population, people's ages, race, ethnicity, income, etc., and other information that may be of interest about an area's population. She stated that the amount of data received in a block level isn't the same as the tract label, it's just basic information and protects privacy.

She gave an overview of the American Community Survey. She explained it is a survey done in every county in the nation every month as a sample survey that collects information that could assist with starting a business, finding a prime business location, information for a grant at a tract level. The survey was built to change with the times and population.

She gave a brief overview of the data.census.gov website. She focused on the "advanced search" section and stated that the advanced search includes a good search filter. The search options has filters and can be downloaded to Excel. Additionally, she gave an overview of tables on the website and explained that the tables have different levels, i.e., assorted topics, money related topics, housing topics, and race/ethnicity, age and gender.

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In the interest of time, she gave a short presentation explaining that census data offers assistance for starting a new business or expanding a business, marketing, trends, location, comparisons, business plans, loans, etc. She explained that Census data can assist with all these factors. She also stated that businesses can use the comparisons tool to improve sales and expand the business. She stated that the American Community Survey has basic information from the 2020 Census down to the block level. She gave an overview of the Economic Census data and stated that it captures basic information about businesses. Susana stated that there are videos on “how to” use census.gov. This includes YouTube videos, and courses online to assist with finding data. She also stated that she is available to assist anyone at no cost and can help make connections to other Census staff.

Fred Schmidt and Lucille Johnson thanked Susana for her presentation. Lucille also thanked Connor Sadro, NCTEDD Intern, for his involvement in securing Susana as our guest speaker.

**7.) 2021-2026 Comprehensive Economic Development Strategy**

Lucille thanked Prit Patel, NCTEDD Staff, for all her work on the CEDS. She also thanked the members of the Board for their work and contributions to the SWOT analysis which assisted in getting an approved CEDS update. Prit expressed her appreciation for the support and dedication of the members of the Board and the CEDS Committees for their assistance with the SWOT analysis and CEDS. She explained that the CEDS document was approved by the NCTCOG Executive Board, and that the EDA approved the CEDS on May 31, 2022. The updated CEDS can be located on NCTCOG/NCTEDD website for reference.

Additionally, she mentioned that the applications for broadband funding is now live, and she explained the Middle Mile program is accepting applications through September 30, 2022. She stated that local cities, counties, school districts, and housing authorities are eligible to apply for the funding. Most of the funding awards are expected to be between \$5M – \$100M. Partnerships are encouraged on the applications and most of the funding will go towards infrastructure to improve the gaps in broadband access. Prit provided a link to the NCTEDD broadband webpage <https://www.nctcog.org/nctedd/broadband> and stated that she and Lucille are available to assist with any questions. Lastly, she congratulated Connor on his graduation and thanked him for all his assistance while interning.

**8.) New Business**

Fred thanked everyone for their presentations and reminded everyone that our next virtual meeting will take place on November 7, 2022, at 10:00 a.m.

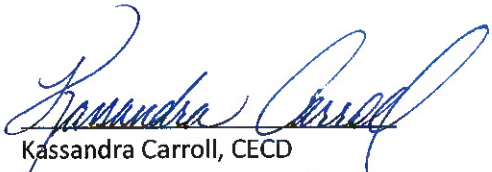
**The meeting was adjourned at 11:26 a.m.**

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**ATTENDANCE:**

<b>Board Attendees:</b>		<b>Guest Speakers:</b>	<b>NCTCOG Staff:</b>
Ben Magill	Judy McDonald	Stacey Webb	Lucille Johnson
Bruce Payne	Kassandra Carroll	Susana Privett	Connor Sadro
Bryan Haywood	Lancine Bentley		Rick Norman
Chris Coffman	Leah Clark		Jerri Watson
Chris Fuller	Leslie D'Agostino		Prit Patel
David Schleg	Luis Tamayo		
Donna Simmons	Lynn Spencer		
Doug McDonald	Marty Wieder		
Dr. Maria Martinez-Cosio	Mary Ann Moon		
Dr. Suku Naik	Michael Grace		
Erica Sullivan	Nika Reinecke		
Fred Schmidt	Orlando Campos		
Jeff Sandford	Pamela Mundo		
John Boswell	Phil Wagner		
John Smith	Ray Dunlap		
	Ron Simmons		

I hereby certify that these minutes were approved by the North Central Texas Economic Development Board on November 7, 2022.



Kassandra Carroll, CECD

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