TOWN OF RED RIVER
TOWN COUNCIL SPECIAL MEETING
MARCH 1, 2019
COUNCIL CHAMBERS

1. CALL TO ORDER

A special meeting of the Red River Town Council held March 1, 2019, in the Council Chambers at the Red River Conference Center. Mayor Calhoun called the meeting to order at 9:05 AM.

2. ROLL CALL

Mayor Linda Calhoun Present
Councilor George Woerndle Present
Councilor Dan Foley Present
Councilor Sloan Covington Present
Councilor Steve Cherry Present

Following roll call Mayor Calhoun added Other to the agenda because Councilor Covington wanted to talk about the RFP for Advertising.

3. PUBLIC HEARING:

a. Ordinance 2019-02 USDA Loan Closeout

GO Bond money 2.28 million dollar bridge loan with the USDA is closing out and the Town will get back the money that will be unencumbered and can be used for anything else. But we have this new loan with the USDA we are entering into at 1.7% interest that we will pay out over 40 years at $75,000.00 per year. Following discussion, Councilor Steve Cherry made a motion to approve Ordinance 2019-02. Councilor George Woerndle seconded the motion. Deputy Clerk Kim Leach took a roll call vote. Councilor Foley- yes, Councilor Cherry - yes, Councilor Covington - yes, Councilor Woerndle - yes. The motion carried.

4. OTHER

Councilor Sloan Covington expressed his opinion that the Town could have an RFP for Advertising ready to go before June 30th when current contract with HK Advertising ends. Mayor Calhoun expressed concerns with a possible gap in advertising in summer months could be caused by this. Mayor Calhoun feels we should set dates regarding the RFP process that would eliminate potential gaps in advertising. The Mayor stated that lodger's tax has increased 45% since 2011 so we should be spending $375,000.00 on direct advertising as we are supposed to spend half. Councilor Covington expressed that HK has not been up here getting current pictures etc...Mayor Calhoun told him that HK
takes their direction on our advertising from Tourism Director Jenna Grubbs. If you
do not like what they are doing, you need to tell Jenna. She needs to tell HK to spend
the money on new photography. Discussion ended with looking at staying with HK for
now, moving forward with new websites, and putting together an RFP for Advertising
that will go out late 2019 for 2020.

5. ADJOURNMENT

With no further business, Mayor Calhoun adjourned the special meeting at 9:31 AM.

Kim Leach, Deputy Clerk

Linda Calhoun, Mayor