

Old Town Spring Improvement District



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Minutes of the Regular Monthly Meeting Of Old Town Spring Improvement District Board of Directors

The Board of Directors of the Old Town Spring Improvement District (OTSID) held a regular meeting, open to the public, on Tuesday, October 15, 2024, at 10 am at 26501 Border St. Immanuel Church of Spring inside the boundaries of the District. The roll was called of the duly appointed/elected members of the Board, to-wit:

Seth Sanders	Position 1 – President
	Position 2 – Director at Large
Dannette Mostyn	Position 3 – Vice President
Kelly Speer	Position 4 – Treasurer
Anne Morrow	Position 5 – Secretary

All current Board Members were present

A Quorum was established.

Also attending:

- | | |
|---|------------------------------------|
| Charlotte Joiner-Adm. OTSID | Celine Gomez-Spring Fire Dept |
| Seth Sanders, President-OTSID | Vernita Hoyt-Business Owner |
| Dannette Mostyn-Vice Pres-OTSID | Matthew Potter- Business Owner |
| Kelly Speer-Tres. OTSID | Chris Leora-Business Owner |
| Anne Morrow-Sec. OTSID | Nicolas Atkinson- Spring Fire Dept |
| John Peeler- OTSID Legal Counsel | |
| Lana Williams- Resident | |
| Rev. Phil Brown-Emmanuel Church of Spring | |
| Ursula Sledge-Business Owner | |
| James Sharp-Resident | |
| Sue Mallott-Spring Historical Museum | |
| Kristen Shaw-Business Owner | |
| Vance Fellers- Vender | |

The District will consider and act upon the following matters:

1. Call to Order

The meeting was called to order at 10:02am by President Seth Sanders

2. To receive public comments.

Sue Mallott-Spring Historical Museum- stated that the Train Display went over incredibly well during the visit from “Big Boy” on October 7. Over 61 persons came into the Museum to view the display and buy T-shirts.

Celine Gomez-Spring Fire Dept-the Safety Festival on October 12 went over very well. Many people and kids participated.

Charlotte Joiner-OTSID- Thanked Wunsche Bros. for painting the barricades at the railroad tracks for the “Big Boy” arrival to OTS.

3. To receive and approve minute from prior meeting(s)-September 17, 2024.

Upon a motion made by Director Kelly Speer to approve September 17, 2024, minutes and seconded by Director Anne Morrow, the motion was unanimously approved as presented.

4. To pay the District’s bills for September

Upon a motion made by Director Kelly Speer and seconded by Director Anne Morrow to approve the payment of bills for September as presented. The motion was unanimously approved.

5. To receive the September Bookkeeper’s Report:

Upon a motion made by Director Kelly Speer and seconded by Director Anne Morrow to accept the September Bookkeeper’s report as presented. It was unanimously approved.

6. To receive the September Investment Officer’s Report.

Upon a motion made by Director Kelly Speer and seconded by Director Anne Morrow to approve the September Investment Report as presented. The motion was unanimously approved.

7. To receive and discuss the Visitors Bureau Report and take any action.

Charlotte Joiner-OTSID gave the report that was submitted to TXDOT for the 3rd Quarter. July- 295, August-325, September-403. This included in-state, out-of-state and out-of-country. Total was 1,023.

8. To receive and discuss membership to Texas Travel Alliance for 2025.

A motion was made by Director Kelly Speer and seconded by Director Anne Morrow to not renew the membership until a new director is hired. The motion was unanimously approved.

9. To receive and discuss the updates on the results of the advertising campaigns.

Director Anne Morrow gave an update on the advertising and the new commercial just starting. The campaign is to Brand Old Town Spring as a destination. In the TV campaign we reached 40% of the Flourishing Families segment and on average, they saw our commercial 2.8 times. Streaming results-95% completed views. We delivered 122,168 streaming impressions. Instant impact shows 37% of your immediate visitors went to our website within 30 minutes after our commercial aired. For Facebook and Instagram, the top performing content-(Social Takeaways) themes were pillar 1 (events and lifestyle) and 2 (heritage and community). Old Town Spring’s IG reach increased by 76% and Facebook by 37.6%. The audience growth on Facebook increased by 51 new followers and Instagram by 152 new followers.

10. To review and approve repairs/purchases required by the District's facilities, buildings, and equipment.

Director Kelly Speer stated that vandals had broken the signs at the front of the Museum. She stated that Richard Speer would fix them as soon as possible.

11. To review, discuss and take action on beautification projects within the District.

No Action Taken

12. To review, discuss and take action on lamp posts, including repairs

Charlotte Joiner-OTSID stated that the lampposts are being decorated today and tomorrow with garland, lights, and bows. When the banners come in that SPL is purchasing, OTSID will install them on the lampposts.

13. To receive a report from the County Commissioner's office.

No Action taken

14. To receive suggestions concerning Home for the Holidays advertising and decorations.

Vance Fellers-Visitors Guide of OTS with OTSD are sponsoring a decorating contest for the merchants in town to decorate their shops with lights and bright decor. There will be 5 winners-1st-\$500 +, 2nd-\$250 +, 3rd- \$100 + and 2 honorable mentions for \$50 +. The judging will be on the night of December 5 and the winners will be announced and prizes given at the December 17 OTSID Board Meeting.

Ursula Sledge- Home for the Holidays chairperson gave an update on the HFTH festivities. Donations are needed in hopes of obtaining more entertainment in town for the weekends. They are getting a good response so far, but they need more entertainers. Ursula and Kristen Shaw are taking donations -Kris 10's Gems. The tree at the Museum will be set up starting Oct. 28 with the help of Matt Potter and his crew. The tree and decorations in Preservation Park will be set up starting Nov.4.

Charlotte Joiner-OTSID- stated that the District would be wrapping the lampposts as usual with garland, lights, and bows. The District is also going to sponsor the balloon lady, the carriage rides and the wrapping of the trees at the Museum. She asked when and where would Santa Claus be set up—Weekend after Thanksgiving at 326 Main Street across from the Museum.

15. To meet in Closed Session pursuant to Government Code §551.072 to deliberate the purchase, exchange, lease, or value of real property.

No. Action Taken.

16. To meet in Closed Session pursuant to Government Code §551.071 to consult with legal counsel regarding pending or contemplated litigation, settlement offers or on matters which require confidentiality under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas.

No Action Taken

17. To meet in Closed Session pursuant to Government Code §551.074 to discuss personnel matters.

No Action Taken

18. To meet in Closed Session pursuant to Government Code §551.089 to deliberate regarding security assessments or deployments relating to information resources technology, network security information, or the deployment, or specific occasions for implementation, security personnel, critical infrastructure, or specific devices.

No action was taken.

19. To review, discuss and take action on District personnel matters, compensation, retention, and hiring or termination of District employees.

No Action Taken

20. To review and act on real estate matters, including but not limited to purchase, sale, lease, utilities, encumbrances, easements, and other matters related to reality. property transactions

No Action Taken.

21. To discuss items to be placed on the agenda for the subsequent meetings.

Home for the Holidays advertising and decorations.

New policy for electronic devices for the District

22. Adjournment.

The meeting was adjourned at 10:23am.



Anne Morrow

Anne Morrow, Secretary

Charlotte Joiner

Prepared by Charlotte Joiner
OTSID Office Administrator