

Williamson Central Appraisal District

Board of Directors Meeting

Minutes of March 18, 2019

Harry Gibbs, Vice Chairman, called the special meeting of the Williamson Central Appraisal District Board of Directors to order Monday, March 18, 2019 at 10:12 a.m. Board members present: Harry Gibbs and Larry Gaddes. Quorum declared. Rufus Honeycutt was absent

Pledges of Allegiance

Receipt of Public Comments

There were no public comments.

Town Hall Meeting

A packet was distributed including a program draft, list of speaker items, ad verbiage sample, and a question form.

Program Draft

- Bios and photos are needed for Steve West and Larry Gonzales.
 - Gaddes to reach out to Steve West.
 - Lankford to contact Larry Gonzales.
- Bios to be kept short. Some bios may need to be narrowed down.

Speaker Items

- Seven minutes per speaker
- Gaddes will ask Steve West to discuss the following topics in layman's terms.
 - School funding – How is a school district funded?
 - What changes have school districts seen in the past 15 years?
 - The reduction in state funding
 - How changing formulas effect the tax rate for a school district.
 - What does it mean to fix school funding?
- Alvin to ask Larry Gonzales to give a two-minute wrap up at the end to include a discussion on state funding as well as what is going on legislatively this year.

Sign in Sheet

- Include a request for email address.
- A follow up survey will be sent to those who provide an email address.

Questions portion

- Commonly Asked "Starter" Questions
 - Moderator will start the questions portion by asking the speakers 4-5 common questions.
 - Gaddes questions:
 - I'm over 65 and I thought my value would freeze. Why does my bill keep going up?
 - How much does a Homestead and Over 65 exemption save me?
 - Lankford questions:
 - Why does my house always go up 10% per year?
 - Why do values keep increasing?
 - Why can't I protest lot value only?
 - Alvin to look at FAQs on our website for possible questions.
- Written Questions
 - Question Form

- Question forms to be handed out along with the program. Attendees will be encouraged to write down and turn in questions when these are distributed.
- Form will include verbiage indicating that we will not have the information to answer any property specific questions.
- Moderator to encourage attendees to write questions down while the speakers are answering starter questions.
- Lankford will ask Larry Gonzales to remind attendees to refrain from asking property specific questions.
- Verbal Questions from the Audience
 - If time allows
 - Microphone not needed.
 - Person responding to repeat the question.

This meeting should be kept informal, using stools instead of sitting behind a table.

PowerPoint Presentations

- Seven-minute time limit each
- Lankford and Gaddes will give an overview of what their offices do.
- Lankford
 - Will utilize wcad.org to show market data, map and videos.
 - No PowerPoint needed
- Gaddes
 - Will show the tax estimator on his website.
 - End with a slide showing three bullet points. ~
 - Protest if you have evidence to show that your value should be lower.
 - Make sure you have all of the exemptions for which you qualify.
 - Participate in rate adoption process.
 - Gaddes to edit speaker items and send Amanda Sauls the summary bullet points to cover.

Recording equipment

- Lankford was hesitant to ask to utilize schools equipment, as they are already providing so much.
- Audio portion is of the most concern.
 - Gaddes to contact their Public Information Officer, Connie Odom, about something to record quality audio.
- Video portion ~ can be recorded with a GoPro on a tripod. Both Gaddes and Lankford have access to a GoPro.

Nametags or tents

- Not needed ~ Presenters will be introduced and wear badges.

Advertising

- Cities will not be willing to advertise in water bills as it create a significant expense.
- Nextdoor App
 - Gaddes to contact Connie ~ government account gives her the ability to post to the entire county
- Facebook
 - Gaddes to post on his office's page
 - Gaddes to contact Connie about posting on the Williamson County page
- Press release
 - Gaddes to share a press release with Connie. She does press releases for his office and has good connections.
 - Lankford to email a press release to the taxing units.
 - Gaddes to contact Councilmember, Steve Fought, to share in his newsletter that goes out to Sun City if it will be out before April 16th.

- Radio announcement. It was determined that this would be
 - Possibly too expensive
 - Lankford will check pricing
- Other media
 - Lankford indicated that the media usually contacts him once WCAD notices are mailed...this year on April 2nd. He will take every opportunity to bring up the Town Hall meeting when being interviewed.

Graphic for web postings and program

- Gaddes to have his information department work on a graphic
 - Plans to have done by the end of the week.

Follow up Survey

- Include a question on how attendees how found out about the event.

Facility

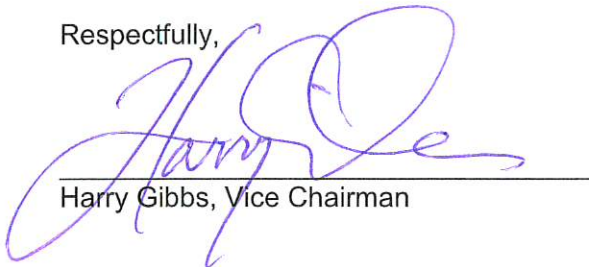
- Auditorium seating for 100-150 with additional area in the back.
- Lankford to contact Georgetown ISD to schedule equipment testing and view the facility set up. This walk thru will take place at the next Sub-committee meeting.

The next meeting was scheduled for Thursday, April 11th, time TBD. This meeting will convene at the WCAD office and then reconvene at the Georgetown ISD Administration Building. Later it was mentioned possibly convening at the Admin building instead. Lankford will check with Georgetown ISD to set a time.

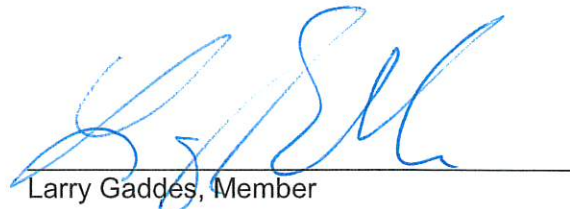
Town Hall will be discussed at the regularly scheduled BOD meeting on April 4th.

The meeting adjourned at 11:05 a.m.

Respectfully,



Harry Gibbs, Vice Chairman



Larry Gaddes, Member