

# RTCC Meeting Notes

06-01-23

**Attendees:**

Debbie King (Executive Director Meals on Wheels for Falls and Hill Counties)

Heather Travers (McLennan County)

Johnathan Mize (Texas Workforce Solutions)

Judge Justin Lewis (Hill County)

Judge Cindy Vanlandingham (Bosque County)

Misty Hendon (HOTCOG)

Russell Devorsky (HOTCOG)

Rep Pledger (HOTCOG)

Melissa Ingriola (HOCTIL)

Call to order 11:00 am. Location HOTCOG Fishbowl room.

Judge Lewis: What does it take to make a quorum for this group? Do we have a quorum?

Rep: Yes, we do.

Judge Lewis: Well, it's 11:00am let's call to order.

Rep: Everybody, the packet you have is the power point slide that TxDOT gave us on what we can spend our money on. If you go to page 10, it'll make this short and sweet. We had talked about advertising the last time and things like that to spend it on. Here are the eligible work activities that we can do and unfortunately advertising is out of the question.

Judge Lewis: That's unfortunate.

Rep: So again, the meetings of course we charge back, Misty's time, the meals. We have to turn in things since it's a deliverable for that stakeholders meetings which we have here. That leaves quite a bit left to spend. From that point on we're open for suggestions on what/how we want to do it. I know there're a lot of different agencies involved. How to have those outreach, recruiting for reviewing and updating the plan. But that's kind of, they would send more money out for that. Any kind of workshop ideas we could have, that would work also. Waco Transit is not here today but hopefully they'll be at the next one and we can kind of figure out. I got to thinking of mobility management, if we could do that. Use it for that. These are my thoughts. They have a mobility manager, I don't know if the region needs two. My question would be, and this is a finance question, how or who would handle the money. How would that work? Maybe there are some ideas in here.

Russell: We can contract services through them, it's already there and they're already working. It would be a MOU. That wouldn't have to be complicated. If they agree to it, it's an easy deal.

\*overlapping conversations\*

Heather: So, what's the difference between public education and advertisement? How do you provide public education without advertising it?

Rep: I agree. What we can't do is go buy an ad in a book or a paper or something along those lines and pay for it. If we had somebody running a Facebook page or an Instagram or sending out tweets. You could put that on there and do it, but we wouldn't be necessarily paying for that advertising process.

Judge Lewis: So, could you pay for a PR person or part time PR person? Or anything social media? It's native. We're creating it and operating it in-house, not a third party.

Rep: Correct.

Debbie: We have a Facebook and Instagram. If you posted something, then we could post it to the people and that would help get it around. We get 500-600 likes for almost every post we do.

Russell: That's pretty good. Public Education is creating the material for information purposes. Advertising is when it's distributed. Which, they kind of go hand in hand, but that's where they're going to get you. You can't use advertising. You can't put it in the paper. Theoretically, if the paper will run a PSA, that's public education. But papers don't run PSAs anymore. The Waco Trib is a three-day paper. It hasn't been printed in Waco in 20 years.

Debbie: You can get a couple of reporters to write an article every now and then. If we do flyers, I can use those in Bosque County. We can send notes out in people's meals and that would be very easy. Then Freestone and Limestone, I know them, and if I sent them some or maybe you send it out. I know you send some to Susan all the time.

Judge Vanlandingham: Has Susan asked you to send that?

Debbie: We don't talk about that. We usually collect at the remote sites. Hill County sites we send a stack and they give them out.

Jonathan: What's some examples of workshops?

Rep: How to use the services. For those out there, that's kind of where the mobility management comes in. Go out and have those workshops so where it teaches people how to use the services, what the service is there for, what you can do, what you can't do, as far as what can be provided. That would be a type of workshop.

Johnathan: So, if you guys did a workshop and do some new things in the summer that might fit into some of their counties. Some overlapping in Central Texas, some other COG areas outside of HOTCOG. I'm thinking like Region 12 Education Service Center down the road and if you did a workshop or a luncheon, bring the food and I don't know if some of the costs could cover that like we do here. Directors and other staff are in those meetings and get those set up with all those from their different coops and their groups that come in to the service center throughout the summer. I know they have a big one on June 9th and I think they

have another one coming in mid-July. That might be an audience there because of course they're serving the kids in the school system but the transit service in the rural, and the rural transit service could be beneficial to some of those parents that need to get to the school and maybe transportation has some challenges and that's a way to get that resource to these staff that are in those counties so they can share that in their school district.

Rep: I think the workforce has, when y'all bring everybody in, all of their staff in and do, I think Julie mentioned it the last time, where we could go in and sit down at the table and explain to them how transportation works so then they could have that little bit of information to take it out to the outlying counties.

Johnathan: We've got a meeting we do at 10am every Friday, but maybe on June 9th we could send that request over to Jose Palacios, Jose with the board, that's one audience. It's not the full team, but it's the business services staff and Jose and we could maybe get that coordinated into the full workforce staff. Those aren't the same, the education service center and the workforce are two different groups, but those are two areas that I think that could be workshop benefits to get that information to people that share the information to these customers. Well, they're not customers, but potential future customers.

Judge Lewis: What's our overall budget on this thing?

Rep: They gave us \$35,000 for this year to spend. Part of that is, of course, through here. So, it's not a whole lot, but that's part of it.

Judge Lewis: I'm trying to think as to what's a realistic thing we could do with the funds available. I like the idea that was just presented because you have a way to reach a large audience from two separate organizations without spending huge amounts of your resources and just piggybacking on what others are already doing.

Russell: You don't have to recreate the wheel, just get on board with somebody else. Enhance theirs. At the end of the day, we're all serving basically the same customers.

Judge Lewis: Exactly.

Russell: In the last report they gave to the board last week, they showed where the services go and who is using them and how that breakdown goes, and the workforce is #2.

Rep: Providing rides for folks that go to work, for the past three months, has surpassed what we were taking to dialysis. Which had been dialysis was at one point the biggest thing we were doing. Now our numbers have started picking up and we're providing more trips to work. A few more to school, but we're getting there. So, bringing them from outside the outlying counties. We've also got, we just hired a driver back who is starting Monday out of Hill County and we're going to park him in Hill County and Hillsboro to start doing, picking up people that are walking and trying to get that Blue thing up and running.

Judge Lewis: That would be great.

Russell: Microtransit, you'll notice how well microtransit has worked in Falls County. And the new electric vehicles that we're getting, we're looking at that for microtransit.

Debbie: Where are you going to charge?

Rep: We're getting an electric vehicle for the admin vehicle here, and we're getting two hybrids is what we're looking at. So, the charging issue doesn't come into play too much. We have gas still but it's...

Judge Lewis: The expense of electrical charging is, I think, the biggest downside to that.

Rep: Buc-ees will help. When they get set up in Hill County, they'll put 15 or 20.

Unidentified: We have 48 in Temple.

Judge Lewis: We've already got 12 down on 1304 on I35, right there just north of Abbott and there are some more going in right across the road from there. Infrastructure limitations, we're probably waiting on them to get caught up over there. Buc-ees will add quite a few. We can park the vehicle for a few hours. We do get phone calls about that.

Judge Vanlandingham: I know they're using Tesla chargers for Buc-ees. I haven't seen the other EV plugs.

Judge Lewis: Tesla charger will work for most other EVs, but not vice versa. Tesla was proprietary since they were first on the block. Like Ford, they have a different plug style, but my understanding of these is they have an adapter that you can plug into the Tesla unit and then plug into the Ford. That's my understanding. It seems to be a standard in Hill County, if not an industry standard. The question I get to is that at some point we're going to have to go to just relying on gas stations to put these up. For a publicly supported transportation, at some point, we as the public / the government are going to have to find a place to install one of these in Hill County to make it more realistic.

Russell: DOT is developing a grant program now for what I'm going to call "us" so that we can put a charger here, you could put a charger at your courthouse or your city hall. There are some grants that are coming down from that.

Judge Lewis: At that annex we're remodeling right now, this afternoon we're going to close on another portion of this and expand that parking lot and give you guys more room over there. Some of that forward thinking of "where is this going to go" when the time comes.

Rep: Giveaways, I say giveaways. The little squishy buses and things like that, you can't go buy those things with this money and give it away. I can't even do that with my regular funds.

Johnathan: Because that's got a federal match, probably.

Rep: It does.

Johnathan: We can't buy what we call "swag" because we're 80% federal funded. And there's some former US House of Rep name of some type of act. I tell new staff that and they just give me a mean look for a week. I tell them to come back and I'll tell you the same rule.

Russell: It's the swag. Public information, public education items.

Debbie: I just had a phone call from someone in Hill County before I came over here and it's this gentleman who wants meals, but I don't think he'll qualify for home delivery. But he doesn't have a car. There in Whitney we have a place where once or twice a week you can go and get a hot meal. So anyway, I'm just hoping we can connect with some of those people.

Rep: We have two buses. We currently have two vehicles that we leave out there every day. We park them over there every day. So, I'll get you a card, a flyer here in a minute.

Judge Lewis: You have to understand when they say Whitney, people disappear into the wild, wild west over there. After Lake Whitney was built in the 50s, it's like Laguna Park on steroids. If you took from North Whitney's city limits to the south of (?) incorporated, overnight that becomes the largest city in Hill County by population, there's just that many people. As of the last census, 56% of our population live in unincorporated areas west of I35. So, there's so many people out there, the reason we've actually started providing, we've put a government outpost over there. We now have the first sub-courthouse annex in that precinct trying to provide more services over there, but it has a unique ability to attract people with the least means possible to the places with the least services available. We ask these people, "how did you get here if you didn't have a car?", because they didn't walk over here. So, the other thing we found is we have a lot of outlaws in the wild, wild west, so we're pretty quiet, but pretty diligent about background checking people because we find there's a lot of scam artists over there that will prey on our giving population. I'm on the food pantry board and there's certain people out at those addresses that are more likely than not. About 33% of my current docket came from one address. They'll ping pong back and forth between the foodbanks, meals-on-wheels, anything they can get for nothing. We have a lot of truly needy people over there, but I can't stand people that steal from the needy.

Johnathan: What's the cost/expenses when you do a workshop? Is that something you could take off the \$35k?

Rep: It'll be hours, who works, like Misty and I. My hours would be charged to that. Which again would not be a whole bunch. If we have printing of documentation, we could look at that too, just not, again, posting advertisement somewhere, advertising, that type of thing. I think the little cards we're using now, I gave Judge Vanlandingham a while ago are, that's what we're passing out for Blue

getting up and running so they can kind of see where we go, what we do for the five outlying counties.

Russell: We have those in English and Spanish?

Rep: Yes.

Judge Lewis: I need to get more. We've already passed out what you gave us.

Rep: Yes, sir. I'll get them to you in just a minute.

Johnathan: We can probably get the workforce ones in July.

Heather: Can I get some too?

Rep: Yes. I did drop some in Marlin at the workforce office there. I stopped by there when we first got them. I just need to step back and make sure they've got some. Like I said, some Spanish ones too, so we can do that. I'm open to suggestions, I'm opening invites so we can go set up when there's a meeting like at the workforce, which I'll call Jose and check with him.

Johnathan: Yes, even if it's like getting the workshop planning in the conversation with him at those Friday, 10am meetings, I think will work. He'll get it going.

Judge Lewis: A free way to get in the newspaper in the rural counties is to show up at commissioner's court with a 15-minute presentation and the local newspaper won't have anything to write so they'll write that up and put it on the front page and you didn't have to pay for that advertising.

Rep: When we were doing the health fair things, Tim introduced me to the lady that lived in Valley Mills that rides to Lott or something.

Judge Vanlandingham: That's a bi-weekly paper, but we do have Meridian Tribune and the Clifton Record that come out once a week.

Rep: We also have Hispanic ones (flyers). I don't know how many you use.

Debbie: We don't have very many.

Judge Lewis: We have a larger Hispanic population that as a group that natively speaks English, we've seen that increase in the last couple of years in Hillsboro. I know that population exists, must exist in Whitney, we're just not getting into it as much. But what we're finding is that more Spanish, more documents are printed in Spanish and are more needed than they were 3-4 years ago.

Debbie: We have very few clients that actually speak Spanish. They're the ones that jump off first because they think their families feel guilty that they need our services.

Rep: That was basically all, really, just talking about this page here to get ideas and see where to go. I've got some questions here that I need to find out about. Call Waco Transit and see about the mobility manager part of it and see how we can work with that. Um. Social media person? I'm definitely not that. We'll work with that and try to set up a page. Do we have a page for HOTCOG?

Russell: Yes.

Rep: Ok we'll have to get her access to that.

Johnathan: When does the \$35k need to be expended out? What's the deadline on that?

Rep: August 31<sup>st</sup>. They'll probably let us push it more.

Johnathan: So, if you did a RPO on that or however you have to roll that out and look for a social media consultant, then like a two-month work, they might give you a rate on what they can do. Kind of like that PR piece. With digital media, I guess. You can't call it digital advertising.

Rep: That's why in-house works out with Misty doing it, putting it on there, she can...

Judge Lewis: Well, if you're using a meta platform like Facebook or Instagram, you can get a twofer for anything you do.

Russell: Yes, because they already connect to each other.

Judge Lewis: We're seeing a little bit of a divergence now on who's responding to us on the platforms on a county level anyways, especially emergency management. It seems that we have a younger population in general with Instagram and a slightly older population with Facebook and then not-nice people on Twitter.

\*General discussion on social media platforms

Heather: If we circle back around to the top, is there any need to think about or consider the stakeholder piece in this? Like is the need there?

Judge Lewis: Mine is ignorance on that question and how to answer it. I don't know.

Heather: I don't either.

Judge Lewis: When I think about, as a whole, stakeholders in this room, great, but let's break it down into its components of Hill County, Bosque County, Limestone, Falls, Freestone. My question becomes ok who are the stakeholders in Hill County? Who's paying attention? Then you're asking ok who else can I get to volunteer to come to the board? What we're finding a huge problem with is just basically volunteers. We don't have the volunteer force that we once did. I don't know if it's a different social climate now or what. So, I'm hard pressed to tell you how can I get a meeting of just the stakeholders for this together. I feel like I could answer that question better by saying Ok well I know of some meetings that are going to happen, it won't be everybody, but it might be beneficial for us to show up like at a Hillsboro Interfaith Meeting. It's 4 people and an Episcopalian priest and we sit down and meet about once every other month and that might be something. But that's just our food bank in Hillsboro. Then there's The Daily Bread and that's a different group. So, I don't know how I could get all those stakeholders in a room, but I know how I can possibly identify some and maybe get them one meeting at a time. I'm afraid with that technique though it'll overwhelm the resources that are available to Rep and to the COG and it makes it difficult and kind of undoable because then I have six different stakeholder

meetings in Hillsboro County. Well then, every county has six different meetings and suddenly we're at 30 meetings in a month.

Judge Vanlandingham: What if we recorded a presentation? Then we could access that recording.

Judge Lewis: I think that's pretty good. I'd really like to help identify the stakeholders and what we talked about a second ago. Getting Rep to come in and give a presentation to the commissioner's court. It won't be the firing line, just a "hey here's what we do. Thank you for your support. Some of the dollars you send us over the years. Here are the programs that we run." That might get the general conversation stirred up in the community and amongst my commissioners and we find the people that we're looking for. Because I may have people interested in this and I just don't know them.

Heather: Right. Or we don't know how to reach out to them.

Debbie: I will say that we have the best volunteers serving McLennan County but seriously dropped off in Falls and Hill is hanging in there for us.

Judge Lewis: My traditional volunteer group is getting pretty up there in years.

Russell: They're aging out. Younger people are not volunteering at the rate that other people do. Bottom line is they have more options to go to. When we're talking about stakeholder groups, there ought to be twenty people at this table right now that have been invited over the years that just don't come. And when you talk to them, they say yes I got that, that's good. Like the VA. They should be over here. It's not hard for them to come here because they're across the street. We've beat ourselves senseless to get the VA to come over.

Judge Lewis: One of the parties that does utilize this is our veterans service officer, Mr. Brad Orban. He has been really good at getting the word out, but he's one person.

Russell: Well, they've got their own fleet of buses so they don't want the competition.

Debbie: We drive a lot of, because we still contract with Waco Transit, we drive a lot of VA riders.

Judge Lewis: Our veterans services officer drives people to Temple on a regular basis because the VA won't do it.

Russell: Oh yeah. But they have their own.

Johnathan: That's a small stakeholder group but it's part to interweb into some of the counties so you've got potential customers and maybe Rep, y'all do a presentation like at Hill College as a resource there. I'm thinking, I know Mexia before they did, they had a branch in Navarro.

Rep: That's what I was telling Judge Lewis earlier.

Johnathan: MCC is in Waco but MCC may be a conversation because we know we've got a lot of students that live in these outer counties that touch McLennan that go to MCC. When gas will stay in the \$2.75 to \$3.50 circus we've been in for some

time, and it may be it's our new normal, and then food costs and things. I'm seeing in our customer base with disabilities, maybe other students will be next. I'm thinking if they're going to chic-fil-a to eat and the combo that was \$7 is now \$10.50, if I was a student I would take the Blue line in a minute because it's \$2 compared to filling my car.

Russell: Does Hill College have a university center? Partner with a major university.

Judge Lewis: Texas Tech. I'll be honest with you, Hill College, their largest campus is not in Hill County, it's in Cleburne. They've got some things changing, and they've got a new president there. I'm curious if this new funding scheme the state came out with and if the governor signs off on it how that's going to change their needs. It seems to be outcome based and I don't know how that's going to treat Hill College.

Russell: I look at MCC and I continually really believe that at some day it'll be its own university. It'll move from a junior college. Waco is the largest city in the state that doesn't have a public university. Once Tech got rated as a tier one school with A&M and UT, they have satellites everywhere. I think that's their system where UT and A&M both, they're billion-dollar corporations. They have campuses in every senatorial district in the state.

Judge Lewis: What drives that is they have a funding source that no one else has, and other public universities don't, and that's the permanent school fund. UT gets two-thirds and A&M gets one-third. They make the branches because they have that pool of money to draw from. That was one of the biggest complaints about Tech was hey where's our cut.

Johnathan: A willing gas source for decades.

Judge Lewis: They live in the middle of the oil field and they get nothing out of it.

Rep: That was TxDOT that just called. I had hoped that would call prior to this meeting. Good news. That money can be spent on something like this for the entire region.

Heather: Like for public education?

Rep: Yes. It can also be spent on, like if we have a summit here or wherever to talk about transportation and the service, it can be spent on that summit to do it and it can be spent on the advertising for that summit. It cannot be spent on a service. So, I couldn't go spend it on Blue Transportation cards, it has to be the regional transportation as a whole. So, there's something we can sit down and all talk about design from that point, what we want on something like this or however we want to spend it. So that was good to hear from Kari.

Russell: What if you have flash drives and on them you downloaded, we'd have the program loaded for the ap or for the phone that they can put on the computer and you load that ap on that and that's how we get it to them. It's public

education because it's got the program on it but it's also a flash drive that they can utilize for whatever they want and it's got your logo.

Judge Lewis: The general concept, the execution is where my concern is. We tried something similar about 2-3 years ago to get information out in Hill County and what we found is that unfortunately a large part of the population doesn't have a computer at home but they do rely on their phones as their source. So not being able to plug the flash drive in. City of Hillsboro I know had a ton of flash drives that they're still using. What did seem to be usable was a QR code.

Heather: We're using QR codes in our program and it's helpful.

Rep: A blank card with a big QR code on it.

Russell: We could put a QR code on these things (current flyers).

Judge Lewis: That gets out your idea electronically, how do you get to our ap. I'm thinking most of the people that I have in Hill County don't have a clue that there's an application or ap that you can put on your phone.

Heather: So, could there be two forms of something like this (flyer) that we're targeting to the folks that are utilizing it, but then one that we're targeting to the folks that we want to advertise the utilization. So that kind of educational piece that our stake holders and people in the community, something that they could use, that tells them how to educate others on the program.

Judge Vanlandingham: If you put the QR code up in the corner then you've accomplished both right there.

Debbie: I do want to say one thing is that because we do a lot of pieces that we send out, when you put light letters on dark backgrounds, it's harder for aging eyes.

Heather: There's a lot of research that goes into that.

Russell: People with glaucoma can't see red.

Debbie: You can go online and read it. There's a lot of stuff on how you can make it easier to read.

Rep: Ok.

Russell: Part of the reason we went with this color blue on these cards is because that's the color of the bus and we're trying to brand it so that when they start to see it, they're putting the blue card with the bus. Advertising is nothing but creating a "hey oh yea I've seen that." If I say "pop pop fizz fizz" you know it's Alka-Seltzer and they haven't had that commercial on in 40 years.

\*general discussion on advertising\*

Johnathan: You could probably do that summit type of venue or that type of platform in July I would guess for regional education service center because those staff are getting ready to go back to their schools in August and administrators are going

to have their meetings at that education service center. So mid-July with that audience. Workforce you could probably do that just down the street.

Russell: How many of the schools do you think have an unserved transportation need?

Johnathan: I think with the parents that are low economic, I would say a lot of the schools in those counties, rural transit services have that challenge.

Heather: They might track that data and you can just call and ask for it.

Melissa: I just attended the Central Texas Transportation Summit and there are school districts at that and they were all saying they have unmet needs with their busing systems.

Russell: That's because they have a busing system and it's paid for by TxDOT.

Johnathan: The busing system will get the kids but a lot of times they don't have the staff on the busing system to get parents, if the parent had a need to come in and then they're having to reschedule art or reschedule maybe getting the kid back from ISS.

Melissa: It's against policy for them to allow the parent to get on the bus.

Johnathan: Because they don't know the background of the parent or maybe the guardian...

Melissa: They have to live outside the two-mile radius from the school itself. So, everyone within those two miles, they're not served.

Russell: The way our school does that, I'm on a school board, you go back and you ask for an exemption to the rule because "your highway is too dangerous" or you don't have sidewalks. It's called "safe to schools". I'm in Bosqueville, Rock Creek Road is where our high school is and it's a two-lane road so there are no sidewalks. We're exempted out of that two-mile rule because there're no sidewalks. There is no safe way for the kids to walk to school because it's all two-lane roads.

Judge Lewis: We've got a quarter mile of sidewalk toward Aquilla last year, finally, but you're exactly right. Those people that are inside that two-mile range, principal applied for a waiver because we pick up the kids that are a half mile from the school.

Heather: Does the school apply to TxDOT?

Russell: Yes, the school applies for that. Their argument is, unless you've got a sidewalk, it's not safe for the kids to walk in a ditch or walk on the highway. For us it's terrible. We actually had a kid that was late for school one day and tried to walk and got hit by a car. You don't want that and you have this as a statistic to show why we need that.

Judge Lewis: Really busy FM roads, they don't have any issue from my understanding in waiving that requirement. It may be different for larger school districts, but the 1A school districts don't seem to have a problem so far.

Russell: Most of ours are smaller that are on farm-to-market roads.

Heather: So how do we get this advertised through the school district?

Melissa: Take it to the office.

Heather: Yea. A simple ask, I think.

Judge Lewis: Yea I'm going to take them to Mrs. Lewis and give them some and say take them to your next school board meeting.

Heather: How do we get this on their website? Or their resources tab?

Judge Vanlandingham: That's going to have to go through the superintendent.

Johnathan: Sometimes the superintendent meetings happen at the education service centers. You just have to connect with the director of the service center and see what their calendars are. Most are in July.

Judge Lewis: We have 12 school districts in Hill County, 13 if you include the shared services arrangements, they have a bi-quarterly superintendents meeting and I make sure I go to that...

Russell: McLennan County their superintendents meet like every other week.

Heather: I think, unless we're like encouraging them to put it somewhere on some type of media too, they're not thinking about it. So instead of just giving them this (flyer) how do we get you....

Johnathan: Because either HR or their public media contact at their school would be the next linkage to get....

Heather: So, they're probably taking them back and passing them out but then the next step of "how do we embed it in your website".

Judge Lewis: One way to get to the school is through your emergency management folks because school districts are required to hold their monthly safety meetings and we are required to attend it at the county level we can hand these out when we show up to those meetings as well.

Rep: One thing that's missing and we're going to have to remember is we're talking about the region, so this Blue would work good for my five counties and getting out there. But we have to remember McLennan County, Waco Transit, and McLennan County Rural Transit District, what would Serena want to see? Our resource guide that you have to, in the middle in the centerfold, you have us on one page, and you have Serena and them on the other page. So, we've got to, I think that's where we need to all sit down and say, "hey what do we want to see for the region? How do we want to see it spelled out for the region?" and get that out there. I mean yes, I'd love to have this on the website...

Russell: I think when you go back to the mobility manager, take steps where you coordinate and then you grow from those coordinated efforts.

Johnathan: Yea because if you had those conversations at the education service center directors or even superintendents, you are going to have a percentage in that room that are McLennan County schools.

Rep: That's correct.

Johnathan: You're going to have these other counties, you guys, we serve in these other counties but there is going to be some, like you said, of Serena's conversations or what the McLennan County resource would be, if you don't have that answer they're going to ask you and they're going to say well that's great for Hill County or Falls.

Judge Lewis: A lot of those school districts reach outside. If their request is in Hill County, we've got school districts, Gholson comes up, those things go...

Russell: School district lines do not coordinate with city and county lines.

Judge Lewis: Exactly. So, there's a good interplay between regionalism right there if we're going after schools, because those school districts overlap. Sounds like the biggest thing here is getting the word out and how do we get the word out within the guidelines they're giving us.... If we can broaden those guidelines just a hair. I still like the idea of making a presentation that we can give.

Judge Vanlandingham: Rep, you were out of the room when that came up. We could record a presentation that we could make available....

Russell: You could do a podcast.

Judge Vanlandingham: We could make that presentation available for people....

Russell: "Riding with Rep".

Heather: People like personal things, so they would watch a video with a person talking. Like a real person. Just like social media responds to you and the pictures you post.

Rep: My wife and the technology guy at Robinson put out the "Monday Minute". They post it every Sunday night and it comes in that Monday morning for Robinson ISD so I'm sure I can get the coaching in how to do this and get it set up out there.

Heather: Yea. That's something that you could use over and over.

Rep: Ok if we do this, what I'm going to need is ideas. At the next meeting we're going to need ideas from the rest of the group saying, "hey we need all the help we can get on this." And what we'd like to say. It may be that Serena and I both, one talk about the region and one talk about.....

Heather: Absolutely.

Russell: With the "Riding with Rep", everybody at this table can do a two-minute podcast.

Judge Lewis: Do we want to end the meeting with that?

Russell: Do you want to talk about your new bus?

Rep: The one with the catalytic converter?

Russell: Yes.

Rep: So, my new blue buses, when we ordered those we put what are called "cat cages" on them to protect the catalytic converter.

Judge Lewis: How did that work out for you?

Russell: It didn't.

Rep: It didn't. We had one sitting right out here and they got in last week and cut it out.

Judge Vanlandingham: And this had been covered with the cage?

Rep: This thing is a cable system that wraps around it.

Judge Vanlandingham: And they knew how to get around it?

Rep: Yes, they knew how to get around it.

Heather: If we could get these folks employed, they'd probably create some amazing things.

Judge Lewis: Who's buying those things?

Rep: I had Frances call Lipsitz and out on the interstate in Lorena and of course they can't give you personal information but they're not coming from individuals. So, what those people are doing is taking them and selling them to somebody else and that somebody else is taking them and selling them to groups.

Russell: I will tell you this, when they stole the one off our homeland security truck, we went to a muffler shop here in town to get a new one put back on, I literally believe I bought my own catalytic converter back. I sent that to the police as well because when I got up underneath and looked at it just the way the cuts and everything worked I just knew I was buying my own catalytic converter back.

Johnathan: It's like the hubcap and rim days of the 80s.

Rep: When we talk to the police, they tell us you can go in and scratch your vin# on it but I know what's going to happen to the vin#, they're just going to grind that off. My deal is if I had the savvy, I think something like they put in bank bags where they have the dye, if you could hook something up under there where it gets on them and they come out purple.

Judge Lewis: What we need is a motion sensor so when it's sitting there from the hours x-to-z and somebody slides under it, it goes off like a party van.

Heather: So, if they are caught on video, the police would pursue that?

Rep: We do have cameras that we're trying to find it right now to see if I can get a look at, or a car or who was out there.

Judge Lewis: Ladies and gentleman, anything else for the good of the group today?

Johnathan: I'll send that thing out to Jose and have you on it, Rep.

Rep: I can't guarantee you there'll be a 10-minute video, but yes, get me on it and I'll come in there and talk.

Judge Lewis: Can I get a second to the motion?

Johnathan: Second.

Judge Lewis: Meeting is adjourned at 11:55am.