



Notes from San Augustine County Judge, Samye Johnson  
"New County Marketing Tool"  
*November 24, 2011 - Article No. Eight*

Please note, none of what I am about to share with you would not have been possible without the full cooperation and support from every member of our Commissioner's Court.

In January of this year, our county received a \$30K grant from EnCana. The grant was earmarked for "County Economic Development". During the grant application process, we worked closely with EnCana's community relations representative, Al Sommers, of Sommers Marketing & Public Relations out of Austin.

Al became very interested in developing our vision for the future - and volunteered to create an "Economic Development Graphic" for our program at no charge. That logo - seen here today is what we have used to set the new graphic standards throughout our county - and for what we now call our "Community Development" plan.

In March, Commissioner's Court approved a request to retain Sharon Marek, of Spanworks Web Design to re-vamp and update our county website. The proposal from Spanworks for the new site was for \$2,500, which was paid for out of the EnCana grant.

However, it became clear during the early stages of web development that my office simply didn't have the time or the bandwidth to do much beyond changing the basic design and graphics of the original site. We could meet our goals of adding updated financial data and agenda's to our current information, but the changes would have little impact on bringing us to the economic marketing table - to compete for business development and jobs.

We brought Brittney Johnson on board as a "Project Manager" in August. She was contracted to help my office with the growing amount of paperwork and meeting requirements that resulted from our ever increasing grant opportunities. Brittney is from San Augustine County and is a graduate from the University of Texas with a degree in Corporate Communication. She also has a strong background in computer technology and design. Please note, Brittney's salary is being paid through the EnCana grant.

In addition to Brittney's other responsibilities, we asked her to assume the team lead in our website project. Other website team members include; 1) Sandy Jenkins, from my office, who has continued to play an important role in gathering county information and data for the website, 2) Sharon Marek of Spanworks has continued to work on web design technology and has partnered beautifully with Brittney to expand the project, and 3) County Elected Officials and Department Heads have responded quickly with enthusiasm to requests for departmental information and content.

Photos for this website were made possible through the generosity of John and Betty Oglesbee, Phil Yokum, Creative Photography, Wendi Thornburg, and Brittney Johnson

Since day one - our goal has been to develop a sustainable economy and bring jobs to our county. We have reached an important goal in those efforts with the successful development of this website. Please visit the website at [www.co.san-augustine.tx.us](http://www.co.san-augustine.tx.us).