

State of Texas \*  
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County of Comal \*

# Proclamation

## Recognizing 2022 Living Legend Bill Dodd Morton

**WHEREAS**, Bill Dodd Morton arrived in New Braunfels in 1972 to oversee operations of the Mission Valley Textile Mills, where his service and contributions strengthened our community, and now the New Braunfels Foundation Trust has named him a Living Legend of New Braunfels; and

**WHEREAS**, Bill was born in Boaz, Alabama in 1932, grew up in an agricultural area, and when he wasn't picking cotton, he was in school where he played basketball and was president of his class, and after graduating from high school, Bill left for Auburn University where he enrolled in the Army's Reserve Officers' Training Corps (ROTC) program, studied Accounting, earned a Bachelor of Arts degree in Business Administration, married his high school sweetheart Nell Goss, and began a two-year Army commitment starting at Fort Sill and ending in Germany where he specialized in Field Artillery, specifically Howitzers; and

**WHEREAS**, after military service, Bill and Nell settled in Lindell, Georgia where Bill worked at a local textile mill, studied engineering at Auburn, and after earning his second degree Bill applied to and was accepted at one of the largest textile companies in the United States, West Point-Pepperell, which in 1972 brought Bill, Nell, son Mark, and daughter Stacey to New Braunfels where he assumed the role of Chief Executive Officer and President of Mission Valley Mills; and

**WHEREAS**, Bill Morton's other contributions to our community include serving six years on the board of McKenna Hospital, acting as the hospital's interim chief executive officer, helping to negotiate the sale of the hospital to Christus Santa Rosa, and establishing the McKenna Foundation Trust for the distribution of grant monies to non-profit organizations and for other community endeavors; and

**WHEREAS**, Bill and others volunteered to begin a new church in New Braunfels, and after meeting in schools and offices, Oakwood Baptist Church was built on Loop 337 where, along with serving as a deacon, Bill was instrumental in hiring a young Houstonian and fellow 2022 Living Legend Ray Still as its pastor; and

**WHEREAS**, Bill served on the 1995 Sesquicentennial Steering Committee, the Brauntex Theatre Board, a member of the Citizen's Police Academy, volunteered as a Child Advocate with CASA, Past President of the United Way of Comal County, Past Chairman and Board Director of the Greater New Braunfels Chamber of Commerce, Past President of the New Braunfels Manufacturer's Association, and Vice President of the New Braunfels Infrastructure Improvement Corporation; and

**WHEREAS**, in 2003 the Greater New Braunfels Chamber of Commerce named him to the Hall of Honor award for his community involvement, and the Braunfels Foundation Trust is grateful to Bill Morton for his service to our community – we are richer and stronger for it; and

**WHEREAS**, the Braunfels Foundation Trust will celebrate the 2022 Living Legends of New Braunfels at a luncheon on October 3<sup>rd</sup> at the McKenna Events Center.

**NOW, THEREFORE, BE IT PROCLAIMED**, that the Comal County Commissioners Court, acting in its capacity as the governing body of Comal County, does hereby recognize and commend Bill Morton for being named by the Braunfels Foundation Trust as a Living Legend in Comal County.

**PASSED AND APPROVED** this the 29<sup>th</sup> day of September, 2022.

  
Sherman Krause, County Judge

  
Donna Eccleston, Commissioner Pct. 1

  
Scott Haag, Commissioner Pct. 2

  
Kevin Webb, Commissioner Pct. 3

  
Jen Crossover, Commissioner Pct. 4

Attest:   
Bobbie Koeppe, County Clerk

