



**CITY OF FARMERSVILLE
FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES
October 28, 2021, 6:00 P.M.
COUNCIL CHAMBERS, CITY HALL
205 S. Main Street
Farmersville, TX 75442**

I. PRELIMINARY MATTERS

Matt Crowder opened the meeting at 6:00 p.m. on October 28th, 2021, in the City Hall Council Chambers with the following board members present: Matt Crowder, Elise Bobitt, and Jeff Sydney. Absent Randy Rice and Robbie Tedford. City staff present, City Finance Daphne Hamlin, Councilman Terry Williams

II. PUBLIC COMMENT ON AGENDA ITEMS (FOR NON-PUBLIC HEARING AGENDA ITEM)

- No one came forward to speak.

III. CONSENT AGENDA

A. CONSIDER, DISCUSS AND ACT UPON MEETING MINUTES FOR SEPTEMBER 16TH 2021

- Motion to approve meeting minutes as written made by Jeff Sydney
- Second by Elise Bobitt
- Motion passed unanimously.

B. CONSIDER, DISCUSS AND ACT UPON FINANCIAL REPORT SEPTEMBER 2021

- Motion to approve the financial report as submitted by Elise Bobitt.
- Second by Jeff Sydney
- Motion passed unanimously

IV. REGULAR AGENDA

A. CONSIDER, DISCUSS, AND ACT UPON ITEMS FOR PAYMENT

- Motion to approve the financial report as submitted by Jeff Sydney.
- Second by Elise Bobitt
- Motion passed unanimously

B. UPDATE FROM BEN WHITE ON POTENTIAL USE OF WATER TOWER PROPERTY

Tabled move to next month

C. DISCUSS PREVIOUS BUSINESS RETENTION AND EXPANSION TRAINING PROVIDED BY GREG LAST AND DETERMINE WHAT ACTIONS WE CAN TAKE TO RETAIN CURRENT BUSINESSES.

- Matt Crowder stated that business retention is just as important to help our community grow economically. Some businesses have not been visited in quite some time. We could do a better job by getting involved with ribbon cuttings and with other events.
- Matt Crowder stated how can we make ourselves to be more visible to the public.
- Elise Bobitt stated we need to know who they are. We need to find out who they are before we plan our visit. Need to reach out and make sure there is no overlapping with chamber membership.
- Matt Crowder stated chamber reaches out to get memberships. They offer free advertisement, attend ribbon cuttings, etc. Chamber reaches a lot of people.
- Elise Bobitt stated we need to look at the larger companies to start with.
- Daphne stated she will send report of local business contact through the utility accounts.
- Jeff Sydney will watch the training video.
- Elise Bobitt stated we need to get started with the visitation program. Make Farmersville an attractive place to do business

D. DISCUSS TIMING FOR UPDATING OUR COMMUNITY PROFILE ON THE CITY OF FARMERSVILL WEBSITE.

- Matt Crowder stated the community profile needs to be updated.
- Elise Bobitt stated there are two parts content and structure.
- Matt Crowder asked for the revise contact he will take lead on this project.
- Elise Bobitt who will help with content. That would have to be someone in the office. We need cooperation with the other development boards this does not need to be just an effort from EDC Board.
- Matt Crowder stated our vision was trying to set something up on the city website that businesses can find information on EDC through the City website
- Matt Crowder said Greg Last can provide the demographics
- Elise Bobitt asked Councilman Williams "what the city council opinion is of what we are doing"

V. REQUESTS TO BE PLACED ON FUTURE AGENDAS

- Update from Ben White potential use of water tower property
- Business retention expansion list of commercial businesses and top 10 taxpayers
- Update on revise website determine next step for community profile update
- Other sources for data
- Attracting new businesses
- Potential next training topic for Mr. Greg Last (Business Incentives)

VI. ADJOURNMENT

The meeting was adjourned at 6:38 p.m.

ATTEST:

APPROVE:

Randy Rice, Secretary

Matt Crowder, Chairman