

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION
AGENDA

December 15th, 2016; 6:30 p.m.

Location Change: Best Center

- I. Call to Order**
- II. Recognition of Citizens and Visitors**
- III. Business Items for Discussion and Possible Action**
 - A. Update regarding Collin College Campus**
 - B. Review Key Initiative Area Goals (KIA's)**
 - C. Consideration and possible action regarding marketing plan with Eisenberg and Associates**
 - D. Consideration and possible action regarding financial statements for November 2016, and required budget amendments.**
 - E. Consideration and possible action regard meeting minutes for November 17th, 2016**
- IV. Adjournment**
 - No action may be taken on comments received under "Recognition of Visitors".
 - The Board may vote and/or act upon each of the items listed in the Agenda.

The Farmersville Economic Development Board (4A) reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any matters listed on the agenda, as authorized by the Texas Government Code, including, but not limited to, Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), 551.087 (Economic Development), 418.175-183 (Deliberations about Homeland Security Issues,) and as authorized by the Texas Tax Code, including, but not limited to, Section 321.3022 (Sales Tax Information)

Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 972- 782-6151 or Fax 972-782-6604 at least two (2) working days prior to the meeting so that appropriate arrangements can be made. Handicap Parking is available in the front and rear parking lot of the building.

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted in the regular posting place of the City Hall building for Farmersville, Texas, in a place and manner convenient and readily accessible to the general public at all times, and said Notice was posted December 12th, 2016 by 5:00 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.


Daphne Hamlin/EDC Liaison



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: December 15th, 2016
SUBJECT: Update regarding Collin College Campus

ACTION: Informational only



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: December 15th, 2016
SUBJECT: Key Initiative Area Goals

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Review Key Initiative Area Goals (KIA's)

ACTION: No action informational purpose only

Economic Development Corporation 4A - Active SMART Goal

Primary – George Crump

Secondary's – Robby Tedford, Jason Lane

Property Inventory

Specific Goal –

Secure property inventory of Farmersville including Industrial, buildings, developable land in city, ETJ and annexable property. Identify if all or which utilities are included in property, i.e.: water, electric, sewer.

Measurable –

Develop clear understanding of Acreage within specific goal including estimated cost and its locations.

Action –

Primary and secondaries will contact local /regional realtors, City Manager and CCAD searches to accrue data.

Result –

4-A will have data base of usable and marketable property inventory for marketing and presentation to companies and large brokers.

Time – Due by date will be December 31, 2016 or sooner.

Notes:

Properties for Sale - Farmersville Texas
Commercial/Industrial

Tract	Location	Acres	Cost	Electric	Water	Sewer
1	Corner of Hwy 380 and CR 650	40.59	\$2.00 psf	Texas New Mexico	8"	No
2	2144 W Audie Murphy	21.461	\$1.60 psf	Texas New Mexico	8"	No
3	Hwy 380 North	1.937	\$ 590,000.00	Texas New Mexico	8"	No
4	Murphys Crossing	1-4 Acre sites	\$3.5 to \$8.00 psf	Texas New Mexico	12"	Yes
5	Hwy 380 Frontage	12.174	\$2,62 psf	Texas New Mexico	8"	No
6	Hwy 380 Frontage	9.4168	\$3.50 psf	Texas New Mexico	8"	No
7	Hwy 380 Frontage	9.288	\$3.25 psf	Texas New Mexico	8"	No
8	Adjacent to O'Reilly and Brookshire	9.4	\$4.00 psf	Texas New Mexico	8"	No
9	Hwy 380 Frontage	12.825	TBD	City of Farmersville	6"	Yes
10	Hwy 380 Frontage	8.32	\$6.95 psf	City of Farmersville	8"	Yes
11	Hwy 380 Frontage	29	TBD	City of Farmersville	8"	Yes
12	420 E Audie Murphy	2.54	\$6.00 psf	City of Farmersville	6"	No
13	551 Audie Murphy	9 acres and 3,385 homes	\$549,000	City of Farmersville	12"	Yes
14	Hwy 380 Frontage	325 Acres	\$25,000/acre	Texas New Mexico	12"	No
15	US Hwy 380	85.283	\$22,500/acre	Texas New Mexico	128"	No
16	Audie Murphy Pkwy	123.371	\$25,000/acre	Texas New Mexico/Sharyland	Caddo Basin 12" SUD	No



Mark Moss
972-977-6608

Properties For Sale—Farmersville, TX
Commercial/Industrial

- 1** 40.59 acres—HARD Corner of Hwy 380 and CR 560
One of the last large hard corners available just west of Hwy 78. Excellent investment property. Owner will seller finance with agreeable terms. WILL DIVIDE. \$2.00 psf.
- 2** 21.461 acres—2144 W Audie Murphy (Hwy 380) - MLS# 13411150 by Bruce Hines
Property priced below appraised value motivated seller bring all offers. Great Location high visibility on well traveled US 380. Great for investment Appraised value 1,869,000 Owner will consider owner financing at the appraised value. \$1.60 psf.
- 3** Hwy 380 North on 1.937 acres Hwy Commercial
Excellent location with approx. 410' of Hwy 380 frontage just across from Brookshires and OReileys. Owner will finance with agreeable terms. \$590,000.
- 4** **Murphy's Crossing Commercial-Industrial Park.**
Lots available ranging from 1 to 4 acre sites. Multifamily, Commercial or Industrial. This is the hottest corner in Farmersville. Prices range from \$3.50 to \$8 psf.
- 5** 12.174 Acres—Hwy 380 Frontage
Approx 455' of Hwy 380 frontage just west of Brookshires. Approx 2500' from proposed Collin College site. Perfect for multifamily or retail. Owner will finance with agreeable terms. \$2.62 psf
- 6** 9.4168 Acres—Hwy 380 Frontage
Approx 515' of Hwy 380 frontage just west of Brookshires. Approx 2500' from proposed Collin College site. Perfect for multifamily or retail. Owner will finance with agreeable terms. \$3.50 psf
- 7** 9.288 acre parcel high traffic commercial district.
Located approx 1000' west of Brookshire's. Over 400' of frontage on busy Highway 380. Owner is interested in participating in a joint venture project or will owner finance the land. \$3.25 psf
- 8** 9.4 Acres Adjacent to O'Reilly's and Brookshires
Over 400' of Hwy 380 frontage. Prime Commercial Location. Adjacent to O'Reilly's with Murphy's Crossing commercial complex and Collin College site directly across the highway. Tract features a 40x60 metal building w concrete slab. Owner will finance. \$4.00 psf



Mark Moss
972-977-6608

Properties For Sale—Farmersville, TX
Commercial/Industrial

9

12.825 Acres on Hwy 380

Excellent Hwy 380 frontage. Has 900 sf shop. Nestled in establish business district. Fenced lot with gate, gravel parking, 20x30 storage bldg., security system, cement block construction with metal façade, two half baths. Currently rents for \$1,200. Prime Commercial Property with TONS OF FRONTAGE on Hwy 380, Raymond Street AND Hwy 78. Excellent location, zoned Hwy Commercial on busy Audie Murphy Pkwy. Inside city limits with city services. Price TBD.

10

8.32 acres—Hwy 380 frontage—MLS# 13439378 by Mark Moss

Located directly across Hwy 380 from Sonic. Large commercial tract with plenty of room to build your business. Approx 580' of Hwy 380 frontage. Has city utilities available including sewer and gas. TxDot permitted for double 20' entrances with 6' median on Hwy 380. Owners will finance the tract. \$6.95 psf.

11

29 Acres—Hwy 380 Frontage

Next to Sonic, this site has a world of possibilities. Owner will divide into small tract or sell entire tract. Owner will finance. Frontage on Hwy 380, Hamilton and Raymond Street. Price TBD

12

2.54 acres and 3 Bay Metal Shop—420 E Audie Murphy Parkway (Hwy 380) - MLS# 13439255 by Mark Moss

Zoned Hwy Commercial. Located inside city limits. Perfect site for gas station, hotel, retail. Insulated metal building with (3) 21x12 bays, office, bathroom and security system PLUS 825 sf open front garage. 710 ft of frontage on busy Hwy 380, two fire hydrants and 6 in city water line. For sale at \$6 psf or \$1800/mo lease

13

9 acres and 3,385 home/clubhouse—551 Audie Murphy Parkway (Hwy 380) - MLS# 13388054 by Mark Moss

Texas-sized front porch, Mighty Oaks, Fragrant Magnolias and Majestic Pecans, spring-fed cistern with hand pump, backyard gazebo, stone-lined creek, 9 rolling acres, 2000' Road Frontage, 3 sides. This is a real show place. PERFECT LOCATION & GORGEOUS FACILITY FOR THE NEXT BIG WEDDING & EVENT CENTER, RESTAURANT, BED & BREAKFAST, PROFESSIONAL OFFICE, ETC! 17 mi East of the Heart of McKinney. \$549,000.

14

325 acres on Hwy 380

Will divide, excellent Hwy 380 frontage, with proposed outer loop access. Hard corner of Hwy 380 and CR 653. City sewer and water available at site. Starting at \$25,000 per acre.

15

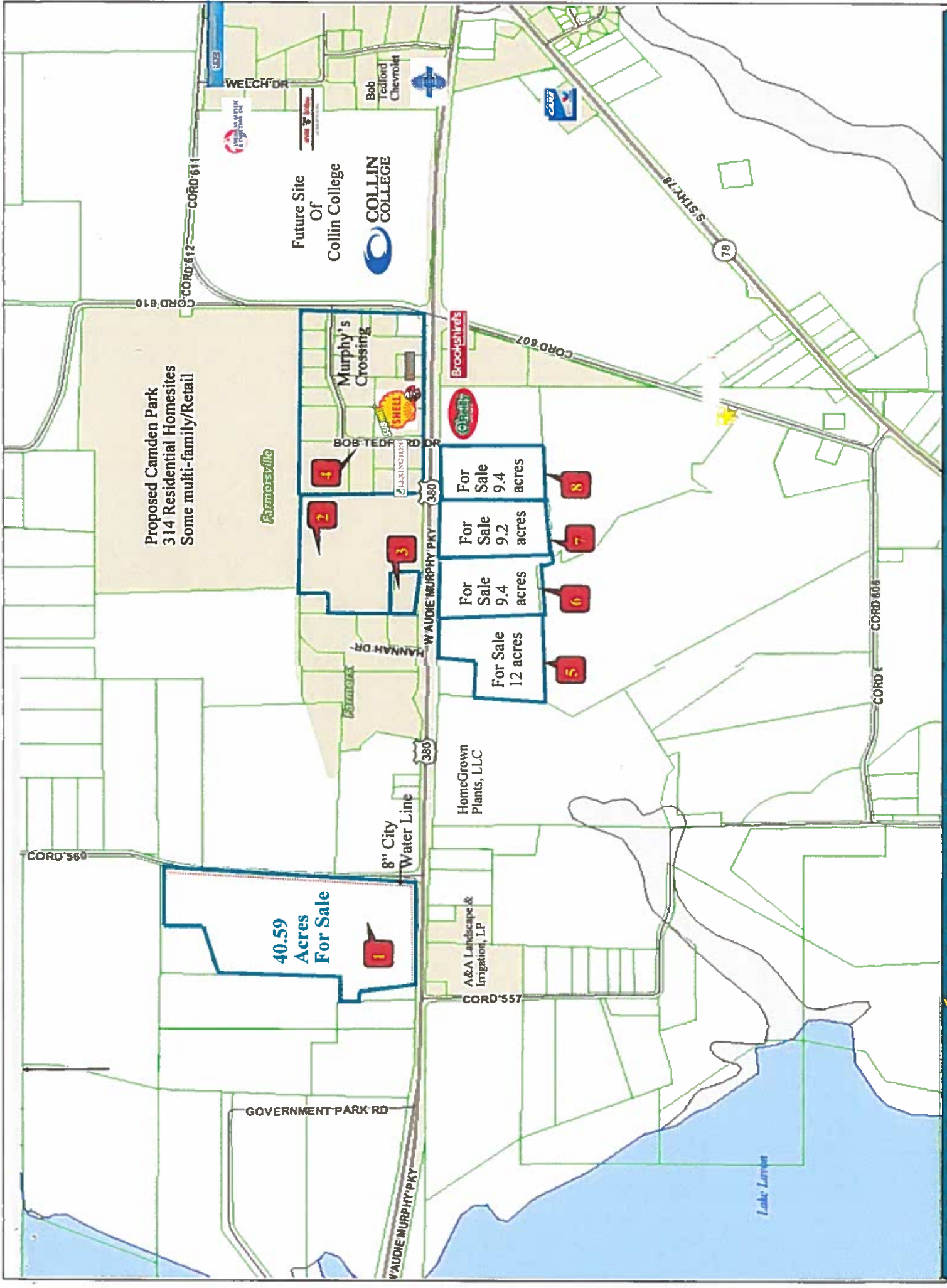
85.283 acres on Hwy 380—Rick Justiss

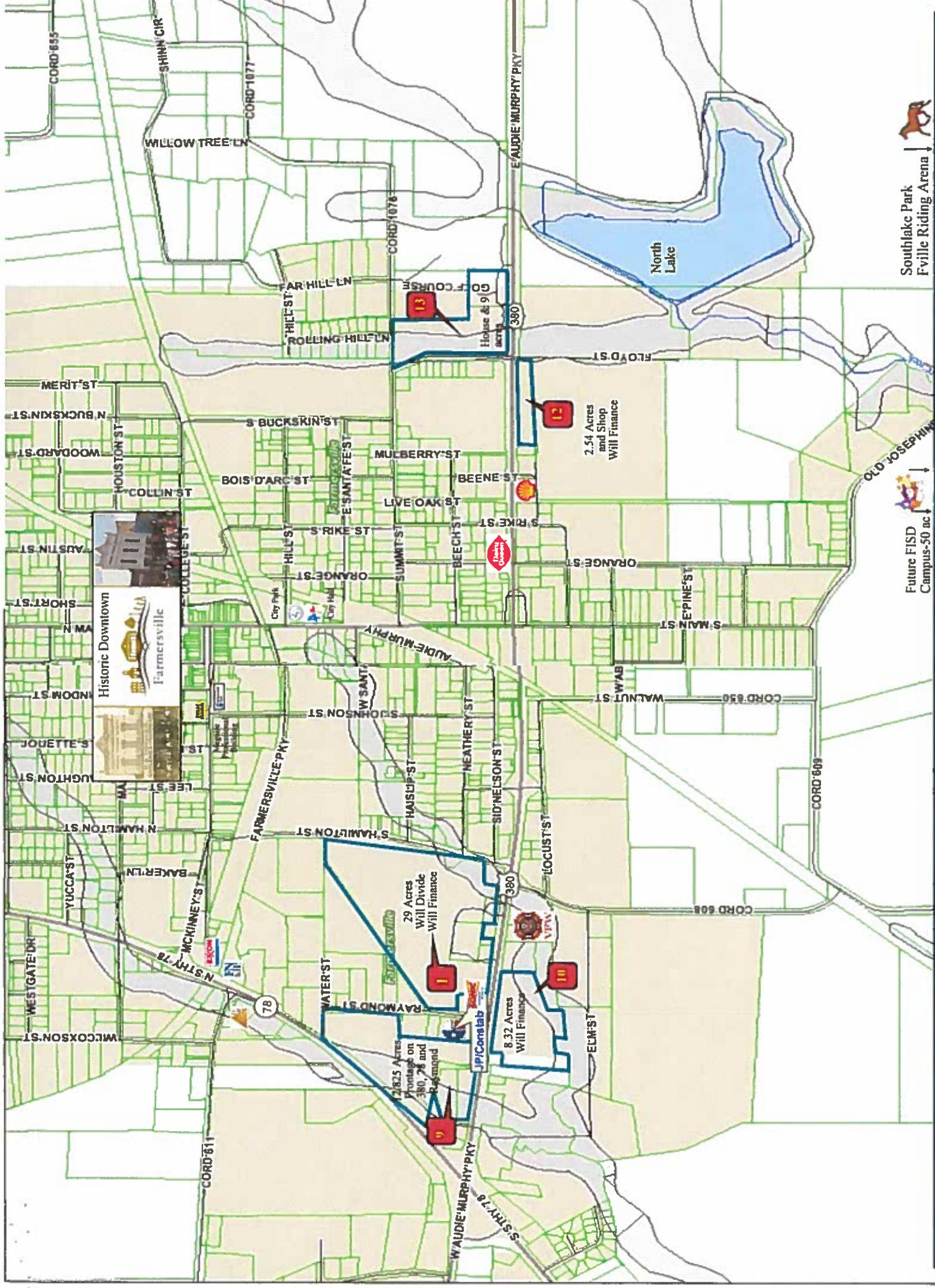
Site on recently expanded US Hwy 380. Property is 35 miles north of Dallas. Just east of FM 547 and proposed outer loop. Water, sewer and natural gas to site. \$22,500 per acre.

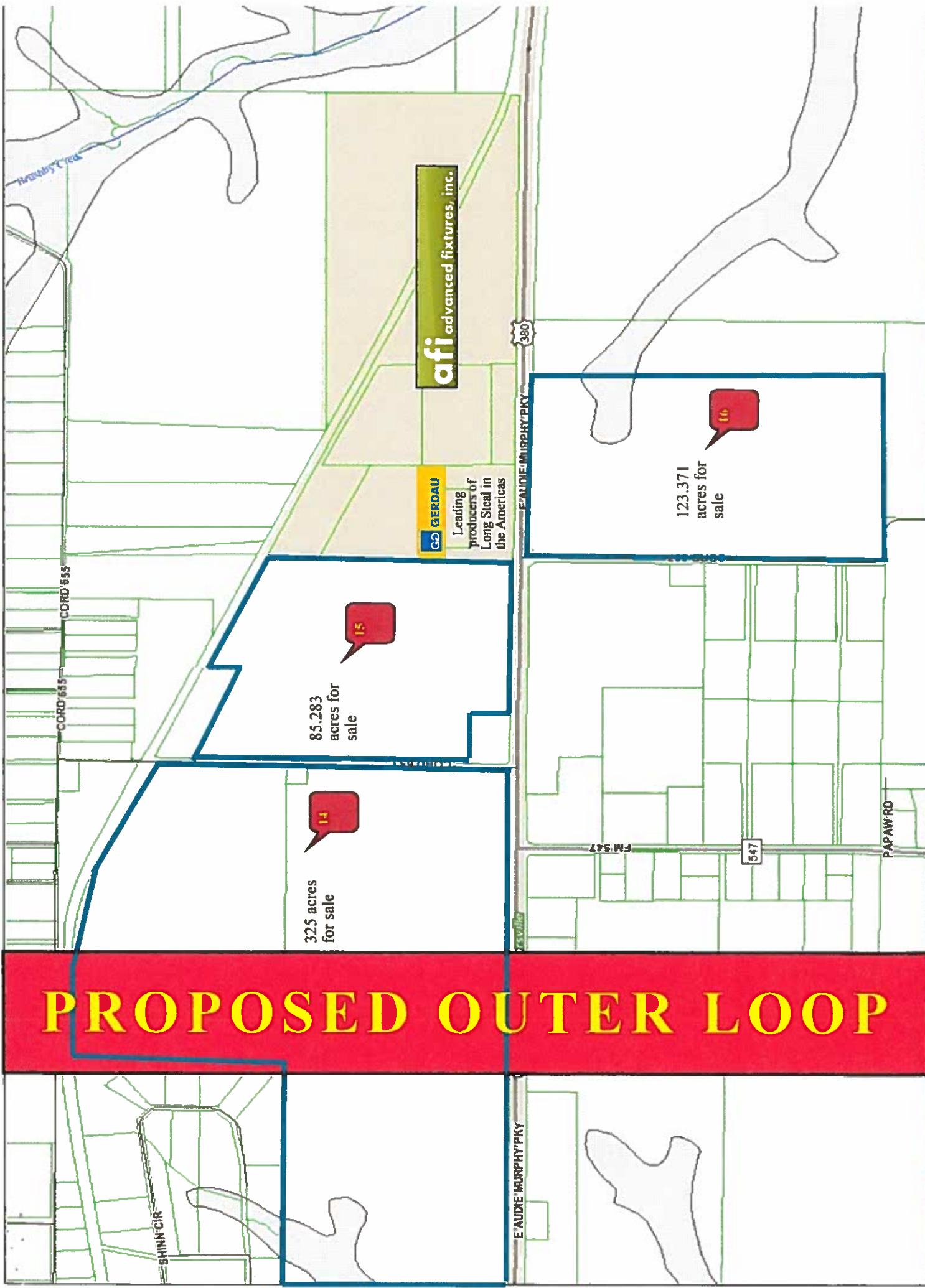
16

123.371 acres Audie Murphy Pkwy (Hwy 380) - MLS# 13094860 by Randal Shinn

Hard corner on major US Hwy 380 and paved CR 697. Less than 1 mile from proposed Collin Co. North-South Loop and 4 Lane 380 expansion almost completed. Industrial Development Park across street. Property is Ag Exempt. Take advantage of this opportunity to be a part of the growth of Farmersville. \$25,000 per acre.







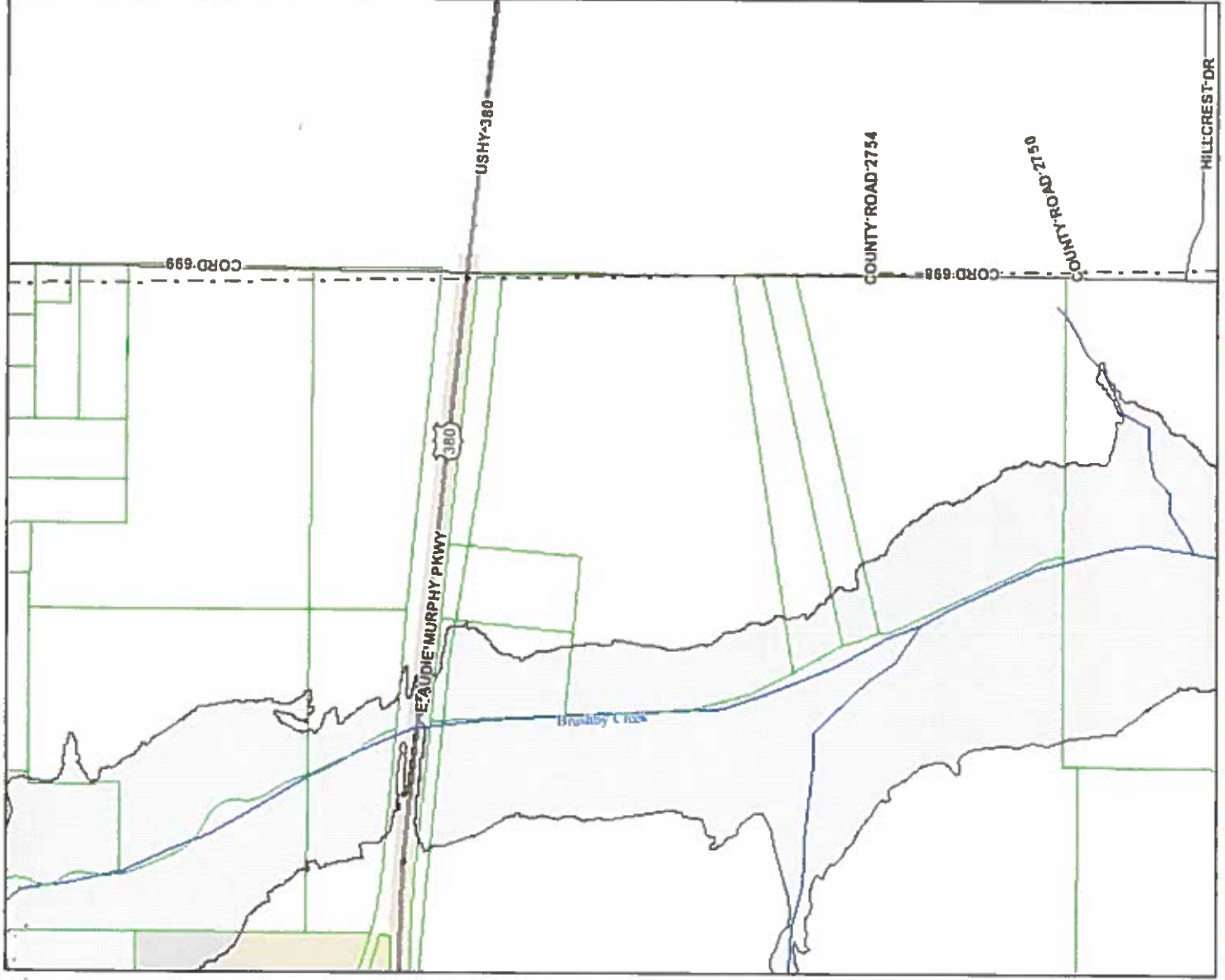
PROPOSED OUTER LOOP

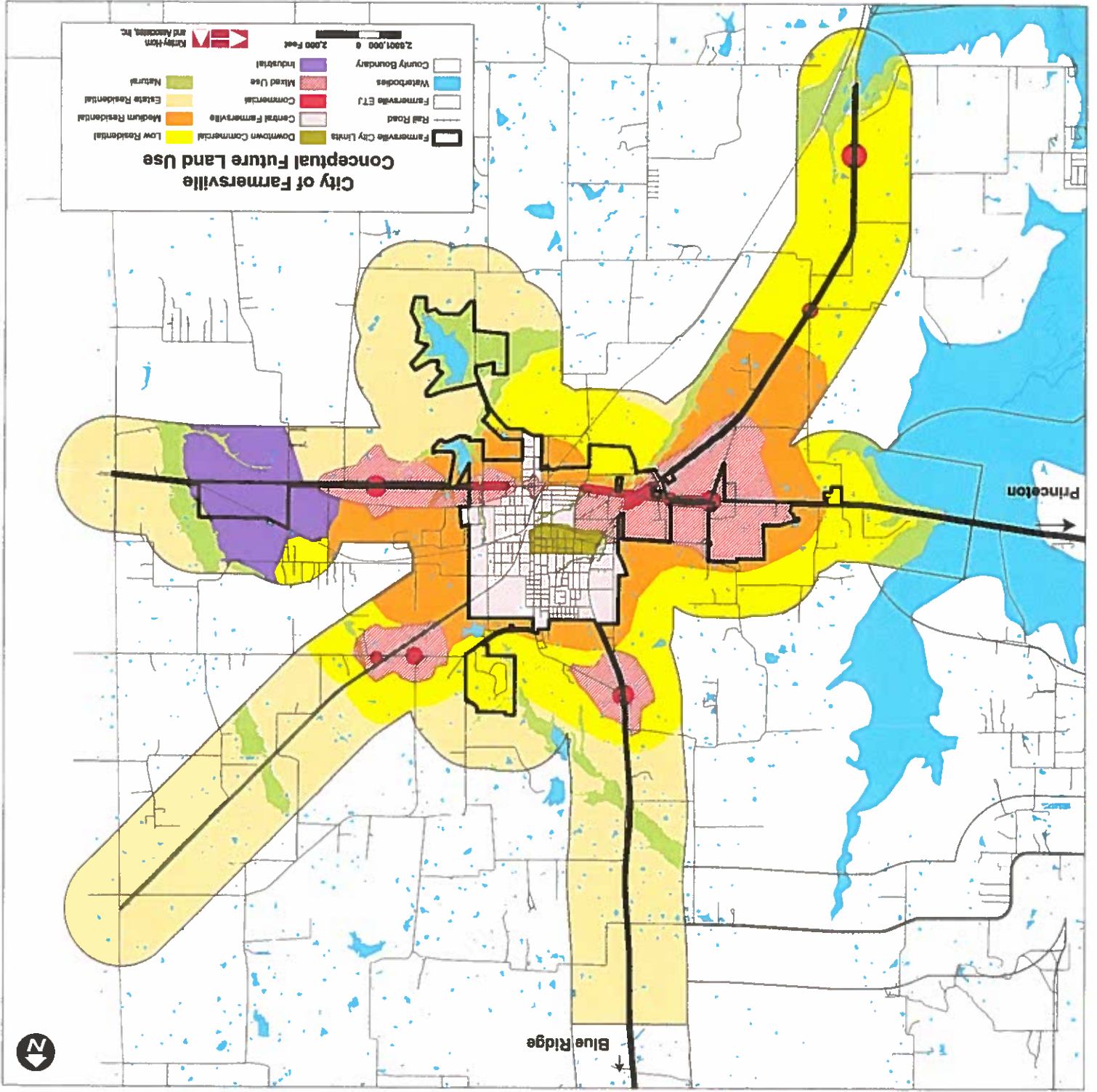
Greenville is located approximately 15 miles north east of Farmersville with a population of 26,250. Greenville is located on a major NAFTA highway route, Interstate 20 and US Highway 69/380 Trunk Highway System. Several Fortune 500 companies are located here. Over 600,000 eligible works live within a 40-mile radius of Greenville. Over 18,000 people are employed in Greenville, TX.

Hunt County Line
To Greenville



2015 Traffic Count





Economic Development Corporation 4A - Active SMART Goal

Primary – Kevin Meguire

Secondary – Randy Smith / Diane Piwko

Business Retention

Specific –

Develop connectivity with current business owners with presentation of growth plans and development plans in city of Farmersville.

Measurable –

Minimum of 10 on site visits targeting larger corporations.

Action –

Face to face visitation and presentation of ongoing initiatives of city, sewer, electric, water etc.

Result –

This will lead to stronger relationships between city and business owners, leading to higher percentage of retention. This goal is not measurable at this time.

Time line – December 31 2016

Notes:

Economic Development Corporation 4A - Active SMART Goal

Primary – Diane Piwko

Secondary – Randy Smith

Collin College Bond Voter Support

Specific:

Local voter support of Collin College bond election in April. Get Out the Vote.

Measurable:

Target 20% turnout registered voters in FISD.

Action: Advertising and public sessions.

Result: Passage of Collin College bond and funding for Collin College campus in Farmersville.

Time: April 2017

Notes:

Daphne Hamlin

From: MeguireTX@aol.com
Sent: Thursday, December 08, 2016 10:52 AM
To: rsmith179@cougarmail.collin.edu; Diane Piwko
Cc: Daphne Hamlin; meguiretx@aol.com
Subject: meeting followup and going forward

Good morning everyone, here are notes from the meeting we had with Charlie Whitaker at Cello Wrap on 12-6-16. Daphne please write this up for your 4A meeting coming up to share what we have in the packet.

Owners: Charlie and Chad Whitaker

Product - plastic wrap and printing of wrap for retail and food service

In attendance - Kevin Meguire, Diane Piwko, Randy Smith, Mike Hurst and Charlie Whitaker

Total number of employees - 28

Growth Plans - Cello wrap, according to Mr. Whitaker, would like to in the next 2-5 years develop the land that they own (roughly 8 acres by Farmersville pkwy) into a 100,000 sq. ft facility that would house both their operations consolidating into one and closing operation downtown. The 100,000 sq ft facility according to Mr. Whitaker would be a starting point to grow from with a much larger facility that they would build off. The estimate would be a 30-35% growth curve for cello wrap should they bring these plans to fruition.

There is an unfinished street that connects to the back of their property (Water Street)., that was part of conversation. According to Mr. Whitaker this street changes how they build per zoning rules.

We asked if they would possibly be interested in developing out where the industrial park area was located and selling property here in town, Mr. Whitaker said they would be open to that and possibly interested in that. We asked him to please keep us in his plans to see if there would be areas where we could help.

Marketing needs - N/A

City Government Needs - The impression from Mr. Whitaker was that all in all he was pleased to be a part of the city of Farmersville and happy here, he did share that over the years he had looked at moving to other cities such as Greenville and a few others. We posted Mr. Whitaker as to plans going on with the city relative to College, sewer, electric, streets, etc. The only pain point that was discussed was that he is an industrial business located within the city and not near any of our industrial planned sites, so a few years ago when they discussed building on 8 acre site the costs would have been very high for them because of the zoning laws we have with brick, etc., on road facing walls. It didn't sound like that was the reason for not building but time restraints were the real reason, but a concern was aired and Mr. Whitaker did say that city manger, Ben White was very helpful and did all that he could to help in the process.

We asked Mr. Whitaker how do we bridge that gap with ordinances that keep the city cosmetically pleasing but may make industrial growth more difficult, he didn't have an answer and we all agreed that there wasn't an easy answer for this.

High Speed Internet - We shared the huge project facing the city on bringing the cable downtown off of 380, Mr. Whitaker sounded very supportive of this idea and said that he felt it would really help them with their customers and vendors.

Business to business leads : We thanked Mr. Whitaker and solicited any companies that he or his team may work with that might be interested in a move. We asked for tour and Mr. Whitaker was kind enough to share a tour with us of their facility downtown.

Hope your meeting went well with Champion yesterday, Randy and Diane would you please get your notes to Daphne in a similar format as above so that we can share with 4A board, also please add any notes you have to my notes above that you think I may have missed.

I received a message from Daphne this morning that some of the companies on our list are not getting back to her even after a second call, please move on to the others on the list Daphne and also please add DRC Realty, Remax Realty and Keller Williams Realty to the list. It is imperative that we complete this goal by January 1. Don't give up on the businesses that have not called you back, keep trying, but move on.

As we discussed in my office when we developed our list, we may not all three be able to attend every meeting to achieve our goal, also it is not always bad to have less, you can have too many in a meeting making your target feel overwhelmed and uncomfortable with sharing. So Daphne, please set them up as fast as you can, go on to the realtors and honorable mention list.

As an FYI, I have been offered a CEO position with a nationwide company and we are finalizing the compensation piece currently, the investors want me active ASAP so the start date would be December 19th, so after the 19th of this month I will not be available to help with this process, so we must work fast to complete.

Please let me know if you have questions or anything to add to the notes.

Thank you and talk soon.

K

Daphne Hamlin

From: Ryan Rossi <ryan.rossi@revize.com>
Sent: Wednesday, December 07, 2016 9:31 AM
To: Daphne Hamlin
Subject: Revize Mapping Template

Daphne,

After having our tech team take a couple cracks at trying different things, I don't think we are going to be able to customize this to the point of what you are looking to create. It is not something undoable, but the amount of work and costs would add up quickly.

If you would like to explore that option we can, however I think your best bet would be to create the maps you need using this google application... <https://www.google.com/maps/d/u/0/>. It will give you much more capabilities towards what you want, and we can easily embed those maps for you anywhere on your site that you would need. The integration would be setup so that anytime you changed something on the App link above, it would also reflect in the maps on your site.

Let me know if you have any questions. I do not have extensive experience with this tool, but if you have any questions about its capabilities or how to use it our tech team can help you out.

Thanks,

Ryan Rossi
Senior Account Manager - Revize
Office: +1 (248)-269-9263 EXT. 15
Fax: +1 (866)-346-8880

Revize. Software that leverages the Internet for website design, content management and email marketing.
www.revize.com

Daphne Hamlin

From: Adah Leah Wolf
Sent: Thursday, December 08, 2016 10:57 AM
To: Daphne Hamlin
Subject: link

<http://www.collincad.org/propertysearch>

Adah Leah Wolf, Manager
Farmersville Main Street Program
205 S. Main St.
Farmersville, TX 75442
972-784-6846
FAX 972-782-6604
<http://www.farmersvilletx.com>

Farmersville Main Street Program: over \$13,677,000 in downtown reinvestment





TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: December 15th, 2016
SUBJECT: Marketing Plan

Consideration and possible action regarding marketing plan with Eisenberg and Associates

Action: Approve or Deny



EISENBERG AND ASSOCIATES

Mr. Kevin Meguire
Chairman EDC 4A Board
Farmersville Economic Development Corp.
205 S. Main St
Farmersville, TX 75442

RE: FARMERSVILLE EDC INDUSTRIAL DEVELOPMENT MARKETING

Dear Mr. Meguire:

Thank you very much for allowing Eisenberg And Associates the opportunity of presenting our team and capabilities to the 4A Board last month. It was a pleasure meeting each of you and learning more about the future of Farmersville.

On Friday of last week, Daphne Hamlin requested a proposal for marketing and promoting industrial development opportunities for Farmersville. Our team met this morning to discuss the best path forward for this project and therefore submit the following proposal for a comprehensive marketing brochure geared to industrial developers, and which highlights all relevant unique value propositions to doing business and growing in Farmerville. While we feel an integrated marketing, campaign consisting of several deliverables would in the long-term serve you better, given the annual marketing budget of the EDC we thought a phased strategy developing a solid brochure will prove the most beneficial starting point.

The brochure would be the first component of a more aggressive campaign so we would be going in the right direction by targeting developers launching the brochure first. We would be happy to come back out to further discuss an integrated campaign and to see first-hand some of the industrial site assets available for developers. If you are Daphne have any questions regarding the proposal, please contact me or our account manager Brian Kelley briank@eisenberginc.com

Thank you again for allowing us the opportunity to present our capabilities and to submit this proposal.

Sincerely,

Terry D. Loftis
President

Cc: Daphne Hamlin

Dallas
3102 Oak Lawn
Suite 750, LB 104
Dallas Texas 75219
p 214-528-5990
f 214-521-8536

PROPOSAL

Monday, December 12, 2016

Mr. Kevin Meguire
Chairman EDC 4A Board
Farmersville Economic Development Corp.
205 S. Main St
Farmersville, TX 75442

PROPOSAL FOR FARMERSVILLE EDC INDUSTRIAL DEVELOPMENT BROCHURE

DESCRIPTION

Eisenberg And Associates (E&A) will design and produce a comprehensive eight (8) page brochure to market and solicit industrial development for the Farmersville Economic Development Corp. In addition to highlighting benefits of industrial development opportunities and available sites in Farmersville, the brochure will also communicate all value propositions of doing business in Farmersville from quality of life, infrastructure, incentives, transportation accessibility, education and events.

E&A will design and submit two (2) concepts for the brochure, from which Farmersville EDC will select one (1) for final execution and production. Final design will include copy and other pertinent content to market industrial development.

CREATIVE

- Initial meeting with client to review key objectives and possible theme.
- Write creative brief based on client input for client approval.
- Review, evaluate and research conceptual strategies.
- Meet with client to review concepts (up to two).
- Revise concepts based on the input received, if necessary. Additional rounds will be billed at \$150 per hour.
- Based upon approved direction, development of layouts will proceed.
- Major presentation with client to review comprehensives, final direction to be approved.
- Recommendation regarding paper stocks and color. Paper mockups will be presented to demonstrate selected stock for client approval.
- Working meeting with client with regards to usage of existing photography or recommendations for custom photography/illustrations.
- Coordination with client and photographer regarding subjects, locations, schedules, etc. Does not include on-site Photo Art Direction with photographer.
- Presentation of photography/illustrations to client and final selection of photography/illustrations to be used.
- Draft printer specifications of selected creative.
- Review and correct second set of color separations, if necessary.
- Review 1st blue line. Client changes at blue line will be billed at \$150 per hour.

PRODUCTION

- Up to two (2) rounds of consolidated corrections to comprehensive layouts. Additional rounds will be billed at \$150 per hour.
- Preparation of final layouts and coordination with outside proofreader for final review before blue-line.
- Preparation of electronic files to release to the printer.

ACCOUNT SERVICES

- Prepare and monitor overall budget estimates and production schedules.
- Preparation of proposal for and supervision of photo re-touching and enhancement, if necessary.
- Coordination and scheduling of client meetings.
- Day-to-day client contact on progress of the project.

EISENBERG AND ASSOCIATES FEES

Concept Development	\$4,500
Design and Layout Development	\$1,800
Changes to Production, first through 2nd set (up to two (2) rounds of consolidated corrections)	Included
Account Services/Production Coordination	\$1,200

TOTAL PROJECTED FEES \$7,500

ADDITIONAL EXPENSES

Miscellaneous Expenses (Estimated if applicable)	
Color Laser Copies/Laser Scans/Laser Prints	\$750
PDFs	\$25 per PDF
Proofreading (External)	\$80 per hour
Photography/Illustration	To Be Determined
On-site Photo Art Direction	\$1,400 per day
	\$900 per 1/2 day
Photo Retouching	\$250 per hour
Copywriting/Editing	To Be Determined
Printing	To Be Determined
On-site Press Supervision	\$1,400 per day
Freight	To Be Determined
Travel	Billed Net Direct

Eisenberg And Associates thanks, you for the opportunity to present this proposal. Miscellaneous expenses will be billed monthly. All additional expenses and professional fees will be estimated and presented for client approval prior to work being performed. Sales tax is not included.

Revisions to the project necessitating services or materials beyond the scope of this proposal will be budgeted and a Change Order will be submitted. Client will be advised prior to time

and expenses being incurred. Revisions once the project has been released to the printer will be billed additionally.

External professional fees for products and services, such as: photography (stock and custom), printing, copywriting, talent, etc., will be provided to the client as required to complete the scope of work.

Eisenberg And Associates acts as your agent for vendor solicitation, interviews, negotiations, scheduling, supervision, follow-through, accounting and overhead expenses. For this representation, we charge an agent fee of 15%. Upon client request all vendors' invoices will be submitted. Please allow for a 5%-10% contingency on outside expenses.

TERMS OF AGREEMENT

1/2 of professional fees to initiate (\$3,750.00)

Invoices for progressive payments will be rendered by E&A at the end of each calendar month for work executed to that date. All invoices are due, net 30 days upon receipt.

ACCEPTANCE

Acceptance of the above may be indicated by signing in the space provided below and returning one signed copy of this proposal for our files. Upon receipt of your signed proposal, E&A will begin Concept Development.

ACCEPTED BY:

FARMERSVILLE ECONOMIC DEVELOPMENT CORP.

Name KEVIN MEGUIRE

Title CHAIRMAN, FARMERSVILLE 4A BOARD

Date _____

Signature _____

ACCEPTED BY:

EISENBERG AND ASSOCIATES

Name TERRY D. LOFTIS

Title PRESIDENT

Date _____

Signature _____



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: December 15th, 2016
SUBJECT: Consideration and possible action regarding financial statement for November 2016,
and required budget amendments.

ACTION: Approve or Deny 4A EDC Financial Statements for November 2016 as presented

Farmersville Economic Development Corp 4A

REVENUE	2016-2017 Budget	2016-2017 REvised Budget
Sales Tax	\$200,000.00	\$220,000.00
Interest Earned	\$1,100.00	\$1,100.00
Total Revenue:	\$201,100.00	\$221,100.00
Expenses		
Administration	\$1,000.00	\$1,000.00
Meeting Expenses	\$1,000.00	\$1,000.00
Dues/School/Travel	\$500.00	\$500.00
Office Supplies	\$200.00	\$200.00
Marketing/Promotion Expenses/Adv	\$10,000.00	\$2,500.00
Chamber Sponsorship	\$1,000.00	\$1,000.00
Rotary Sponsorship	\$500.00	\$500.00
Collin College Sponsorship	\$7,500.00	\$7,500.00
Legal	\$2,500.00	\$-
Small Business Conference	\$500.00	\$500.00
Total Expenses:	\$24,700.00	\$14,700.00
Development		
Collin College Project (sewer/street)	\$-	\$150,000.00
Zoning Ordinance Re-write	\$85,000.00	\$85,000.00
Fiber Optic Cable Study	\$20,000.00	\$-
Fiber Optic	\$33,000.00	\$85,000.00
Waste Water	\$195,000.00	\$-
Facade Grant Program	\$50,000.00	\$50,000.00
Towne Centre Planning	\$30,000.00	\$-
Total Development Cost:	\$413,000.00	\$370,000.00
Total Expenditures	\$437,700.00	\$384,700.00
Revenue vs. Expenditures	\$236,600.00	\$163,600.00
From Reserves	\$236,600.00	\$163,600.00
Balance Budget		

**Farmersville Economic Development Corp 4A
Investment and Budget Report**

November 2016

Prepared by: Daphne Hamlin

Farmersville Economic Development Corp 4A
November 2016

Statement Balance 11-1-2016	\$202,025.99
Deposits:	
Sales Tax:	\$26,077.17
Cking Int .05%	\$8.50
CD Interest	\$74.11
Wire Fee	\$(10.00)
Cleared Checks 1282,1284	\$(20,049.98)
Statement balance 11-30-2016	<hr/> \$208,125.79

Outstanding Transactions

Sales Tax
Transfer to Texpool
CD Interest

Balance 12-08-2016	\$208,125.79
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[illegible]



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: December 15th, 2016
SUBJECT: Consideration and possible action regarding meeting minutes for November 17th, 2016

ACTION: Approve or Deny November 17th, 2016

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION
MEETING MINUTES
November 17th, 2016

The Farmersville EDC met in regular session on November 17th, 2016 at 7:01 p.m. in the City Civic Center with the following members present: Kevin Meguire, Robbie Tedford, Randy Smith, George Crump, and Jason Lane. Staff members present were City Accountant Daphne Hamlin, City Manager Ben White. Special guest recognized, Mayor Diane Piwko, Councilman Mike Hurst, Mr. Amir Bata, Larry Durbin, William Hadala with I-365 Wire, Arlo Eisenberg, Terry Loftis, and Arthur Eisenberg with Eisenberg and Associates.

CALL TO ORDER

Chairman Meguire convened the meeting at 7:01 p.m. and announced a quorum was present.

RECOGNITION OF CITIZENS AND VISITORS

Special guest recognized, Mayor Diane Piwko, Councilman Mike Hurst, Mr. Amir Bata, Larry Durbin, William Hadala with I-365 Wire, Arlo Eisenberg, Terry Loftis, and Arthur Eisenberg with Eisenberg and Associates.

UPDATE REGARDING COLLIN COLLEGE CAMPUS

Nothing new to report

CONSIDERATION AND POSSIBLE ACTION REGARDING EISENBERG AND ASSOCIATES MARKETING SERVICES

A presentation was given (exhibit "B") by Terry Loftis, Arlo Eisenberg, and Arthur Eisenberg with Eisenberg and Associates. Mr. Loftis explained in the presentation presented what is needed to help market City of Farmersville. Mr. Loftis said first step would be an internal analysis why people should move to Farmersville. First component is branding who we are how and how are we perceived.

Mr. Loftis pointed out that Texas is experiencing a huge growth and this is the golden opportunity to show our unique City and promote ourselves.

Mr. Loftis said they would research and analysis, communication audit with boots on the ground. Having workshops and interviews with the 4A EDC Board. Once this is complete then implantation and website development.

Mr. Loftis said they would look at areas where light industrial is looking for and what is in it for them and what gets them here. Chairman Meguire asked how would you deliver this message. Mr. Loftis said the message will be integrated thru website and email.

Chairman Meguire asked if it would be possible to have your firm return for further discussion due to time restraints.

DISCUSSION WITH POSSIBLE ACTION REGARDING FIBER-OPTIC FOR THE CITY OF FARMERSVILLE

Mr. White gave a presentation (exhibit "A") in regards to the fiber optic for the City of Farmersville. Mr. White explained why Farmersville is ideal as a gigabit community. Mr. White stated Farmersville sits atop a major fiber optic line running east-west along US380. Farmersville is starting its growth with a desire to attract the right economic opportunities. This allows the utility to start small and grow with the City. Mr. White explained that current business owners are in need of bandwidth.

Mr. White explained the benefit to the residents of Farmersville. The Fiber optic will provide the highest speed, real-time video streaming, internet, Voice over internet protocol, work from home, sharing videos photos, and increase in property values.

Chairman Meguire asked how many homes and business does the City of Farmersville have. Mr. White said we currently have 1100 homes and 250 business.

Mr. Hadala said he wants to administer a survey asking local residents and business owners about their current service providers and if they would be interested in the fiber optic option.

Mr. Crump asked Mr. Hadala if he has worked with other communities. Mr. Hadala said currently working with Dallas, Houston, and San Antonio. Mr. White stated that Mr. Hadala is working with Celina and they are at the contract stages right now.

Mr. Tedford asked if the first initial loop is done what kind of revenues can we expect. Mr. White said no revenues will be generated with the first loop. Want to see first how this will work before we proceed further.

Mayor Piwko stated while this is not a revenue stream it will provide efficiency for the Police and Fire departments. Mr. White stated not just the municipality side but for all of Farmersville. Mr. White stated he wants to make sure it works before offering the service.

Mr. White said he is asking for a loan with a payback of 2% in four years. Mr. White said some risk is involved if Council decides to vote against going forward the loop would be on its own. Mr. White said if it doesn't work we will have a built in contingency to cancel in order not to lose.

Mr. Crump asked how much to date have we expended on I-wire 365. Chairman Meguire stated nothing at this point. Mayor Piwko asked the approximate cost of labor involved for this project. Mr. White stated 30-40k of labor is involved, but not included in the funds through 4A EDC Board.

Mr. Crump asked how much money is needed. Mr. White stated 105k including the 20K for the study.

A motion was made by Mr. Crump to support 85k pending approval of City Council, second by Mr. Tedford, all in favor, motioned passed unanimously. Mr. Lane asked if a budget amendment will be made. Chairman Meguire said on the next scheduled meeting.

RECEIVE UPDATE ON TAX ABATEMENT

Due to time restraint this item will be moved to the next regular scheduled 4A meeting.

APPOINT EDC 4A BOARD MEMBER FOR PLANNING ENGINEER EVALUATION BOARD

Chairman Meguire volunteered to help select planning engineer.

REVIEW KEY INITIATIVE ARE GOALS (KIA'S)

Mr. Crump updated the 4A EDC Board on the progress of property inventory in Farmersville. Mr. Crump stated that he and Mr. Tedford meet with local Realtors to discuss industrial/commercial property available in Farmersville.

Chairman Meguire updated the 4A EDC Board regarding business retention goals. Chairman Meguire, Mr. Smith, and Mayor Piwko will hold a meeting next week to discuss a plan to go forward and set targets to meet with local business owners.

In regards to the Bond. No dollar amount is set, Collin County College Board meeting will be held in January 2017 to set, until then not much the 4A EDC Board can do at this time to promote the Bond election.

CONSIDERATION AND POSSIBLE ACTION REGARDING ITEMS FOR PAYMENT

On a motion from Mr. Tedford to approve items for payment as listed, second by Mr. Lane, motioned carried all in favor.

CONSIDERATION AND POSSIBLE ACTION REGARDING FINANCIAL STATEMENTS FOR OCTOBER 2016

On a motion from Mr. Crump to approve October 2016 financials as presented, second by Mr. Smith, motioned carried all in favor

CONSIDERATION AND POSSIBLE ACTION REGARDING MEETING MINUTES FROM SEPTEMBER 29TH, 2016 AND OCTOBER 20TH, 2016.

On a motion from Mr. Smith to approve meeting minutes from September 29th, 2016 and October 20th, 2016 as presented, second by Mr. Tedford, motion carried all in favor.

DISCUSSION IN CONTEMPLATION OF PLACING ITEMS ON FUTURE AGENDA

Review Tax abatement

KIA

Collin College

Sewer update in January 2017

Camden Park

ADJOURNMENT:

Meeting adjourned at 9:12 pm.

Kevin Meguire, President

ATTEST:

George Crump, Secretary

DRAFT