

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

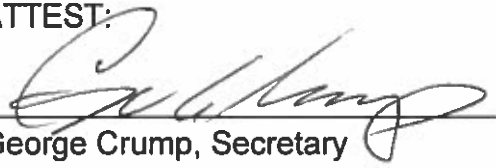
Camden Park

ADJOURNMENT:

Meeting adjourned at 9:12 pm.

  
\_\_\_\_\_  
Kevin Meguire, President

ATTEST:

  
\_\_\_\_\_  
George Crump, Secretary