

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION
MEETING MINUTES
February 16th, 2017

The Farmersville EDC met in regular session on February 16th, 2017 at 6:30 p.m. in the City Hall Council Chambers 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, City Council Liaison Mike Hurst, Mayor Diane Piwko and Donna Williams

CALL TO ORDER

Chairman Meguire convened the meeting at 6:30 p.m. and announced a quorum was present.

RECOGNITION OF CITIZENS AND VISITORS

Special guest recognized, City Council Liaison Mike Hurst, Mayor Diane Piwko and Donna Williams

PUBLIC COMMENT

No public comment taken.

REVIEW KEY INITIATIVE ARE GOALS (KIA'S)

Chairman Meguire opened up for discussion regarding progress on broker targets. Ben White City Manager stated he has a list of 13 to 14 prospective entities or companies that we can go to. Example, the first one on the list is DR Horton, plus have added some personal contacts on the list. Chairman Meguire asked Mr. White how many of these are builders and how many on the list are brokers. Mr. White stated these are builders of residential homes. Chairman Meguire stated this doesn't tie into what 4A is trying to accomplish, this sounds more like a project for 4B. Chairman Meguire said what we are looking for are brokers who can reach out to industries to bring businesses into Farmersville. Mr. White said he does not have the list available but will have it ready for the next upcoming meeting. Mr. Crump said he is working on a list of brokers but is not prepared at this time to discuss this with the 4A Board, but will have some data for the next meeting.

Mr. White said the pamphlet that he and Lisa Eastman have been working on is in front of you for review. Mr. White said the information in the pamphlet would be good information to give out to brokers, has information regarding Farmersville facts. Mr. White pointed out the information in the pamphlet that might be interesting to businesses looking to move into Farmersville, example residential information, economic information, assistance programs businesses could use, etc. Mr. White presented a letter to the 4A

EDC Board that he intends to use along with the pamphlet to hand to brokers to help bring development to Farmersville. Mr. White said he will have a list of brokers by the next upcoming meeting.

Chairman Meguire asked Mr. Crump if he had already developed a list of brokers. Mr. Crump's response he is not ready to discuss yet but, will have the information ready to present at the next meeting. Mr. Crump stated he will need to get in contact with Mr. White and Ms. Hamlin on how to present information.

Mr. White presented a video to the 4A EDC Board of an example on how a drone is used to create video for advertisement. But in the case of Farmersville we would do a drone video of why you would want to move your business to Farmersville. Mr. White stated the City would be responsible to write the script to go along with the video. The video Mr. White presented to the 4A EDC Board is a good example of what the drone video company has done.

Mr. White asked after the review of the sample video if the 4A EDC Board had any questions. Chairman Meguire stated he felt like this is something that we can present to developers. Mr. White asked the 4A EDC Board how to proceed. Mr. Crump said it is a very good presentation but, we need to get our act together as a City. Mr. Crump said we need to identify some areas to correct before we bring anybody in. Mr. White said we do not stack up to Frisco, but for a city our size we do very well. Mr. Crump stated we have potential to be what we just viewed in the video. Chairman Meguire asked the board for their opinion. Mr. Tedford stated let's look at the capacity of what we can do, we can't do anything until we get some outside influence and growth. Mr. Tedford agrees with what Mr. Crump was saying in regards to the Cities' needs, and compliments what Mr. Crump has done within his own neighborhood, which most of what has been accomplished was done by himself. Mr. Crump said we have a lot to offer and present but at this point we need to get things cleaned up. Mr. Tedford stated he likes the concept of the video very much. Mr. Tedford stated showing Farmersville strengths, showing our open space for industrial growth, to me it is more in line with what this board is focused on. Mr. Tedford stated he likes the idea of marketing the industrial parks where AFI is located and where Murphy Crossing is located. Mr. White suggested to bring back at the next meeting a sketch of what we could present in the video.

RECEIVE, CONSIDER AND DISCUSS OPEN MEETING ACT LAW

Chairman Meguire commented that after meetings the EDC 4A Board cannot discuss items on the agenda and to review the handout in regards to the Open Meeting Act Law. No further discussion

RECEIVE CONDISDER AND DISCUSS MARKETING TOOL TO PROMOTE BUSINESS IN FARMERSVILLE.

Chairman Meguire updated the board on the magazine, where the Governor of Texas goes around to different states and uses this as a tool to promote Texas.

Mr. White updated the EDC Board regarding the magazine. He received a call asking if Farmersville would be interested in participating in Texas Wide Open for Business magazine. The magazine is updated only once a year. Mr. White said the Governor goes around the United States promoting the magazine. Mr. White said what he is suggesting to the board is to bring in someone associated with the magazine to come to a regular scheduled next meeting to discuss the possibility of using their services to promote Farmersville. Chairman Meguire asked other than the Governor promoting the magazine, how does the work get out there. Mr. White said they have a website, other than that the information would have to come directly from the magazine promoter on how they get the word out.

EDC 4A Board agreed to have someone with the magazine come before the board to give a presentation and answer questions.

RECEIVE, CONSIDER AND DISCUSS REPORT REGARDING CAMDEN PARK DEVELOPMENT

Mr. White gave an update showing the zoning map of the proposed development. Mr. Crump asked if it was all single family residential. Mr. White stated no sir, residential and multi residential. Mr. White stated he has been in contact with the developer and he said he is ready for construction to begin.

CONSIDERATION AND POSSIBLE ACTION REGARDING FINANCIAL STATEMENTS FOR JANUARY 2017

On a motion from Mr. Tedford to approve January 2017 financials as presented, second by Mr. Lane, motioned carried all in favor

CONSIDERATION AND POSSIBLE ACTION REGARDING MEETING MINUTES FROM JANUARY 19th, 2017.

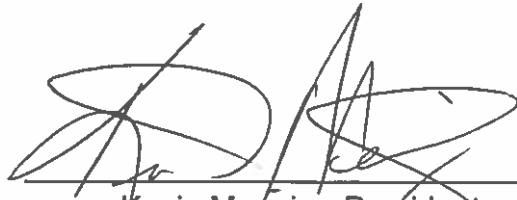
On a motion from Mr. Lane to approve meeting minutes from January 19th, 2017 as presented, second by Mr. Smith, motion carried all in favor.

DISCUSSION IN CONTEMPLATION OF PLACING ITEMS ON FUTURE AGENDA

Interactive Map
Texas Wide Open

ADJOURNMENT:

Meeting adjourned at 7:39pm.



Kevin Meguire, President

ATTEST:

George Crump, Secretary