

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION
MEETING MINUTES

March 16th, 2017

The Farmersville EDC met in regular session on March 16th, 2017 at 6:30 p.m. in the City Hall Council Chambers with the following members present: Kevin Meguire, Robbie Tedford, Randy Smith, and Jason Lane. Absent, George Crump. Staff members present were City Accountant Daphne Hamlin, City Manager Ben White. Special guest recognized, City Council Liaison Mike Hurst, Mayor Diane Piwko, John Hickman, and Margaret Rose.

CALL TO ORDER

Chairman Meguire convened the meeting at 6:31 p.m. and announced a quorum was present.

RECOGNITION OF CITIZENS AND VISITORS

Special guest recognized, City Council Liaison Mike Hurst, Mayor Diane Piwko, John Hickman, and Margaret Rose.

PUBLIC COMMENT

No public comment taken.

REVIEW KEY INITIATIVE ARE GOALS (KIA'S)

Mr. White presented to the 4A EDC Board regarding commercial brokers at a national level, international level, state level, and regional level. There is an organization called the Site Selectors Guild, Mr. White stated he received this information from the Dallas Chamber. Dallas Chamber uses this organization heavily to communicate with people who are in the know of what is happening with companies looking to relocate. Currently there are (43) forty three organizations in the Site Selectors Guild. Mr. White said the best way to get the word out to these organizations is with a one page document stating Farmersville facts and what our City has to offer. Mr. White pointed out that some of these brokers on the list do have some experience in our area.

Mr. White said on a Texas level there is an organization called Texas Economic Development Corporation, promoting Texas at a national and international level. They do not necessarily help a specific City, their organization just provides the information on companies looking to relocate to Texas.

Chairman Meguire said it would not cost anything to send the information out to those brokers on the list. Chairman Meguire asked that we get the information out to these

brokers right away, Chairman Meguire asked Mr. White to have the information to the brokers by May 2017.

Mr. White said there is also the Texas Economic Council, they do training and seminars for economic development. Mr. White stated they offer a very good course that was recommended by Dallas Chamber. The course offered is for (3) three days and it trains people on the latest technic that is being used on how to promote Economic Development. They also provide conferences on the same subject.

Mr. White said Team Texas Group, they are devoted to helping their members bring economic development. They will go out as a team going to different states, actively looking for companies who want to relocate. They specifically help their members. Chairman Meguire asked how many members are there currently. Mr. White said he did ask for that information and should have it shortly.

Chairman Meguire said he really feels Team Texas Group would be a good direction to go. Chairman Meguire asked if a representative from Team Texas Group could attend our next meeting and give additional information. Chairman Meguire asked for this to be on the next regular scheduled meeting.

Next Mr. White presented the interactive map. Mr. White stated what we have done is used google earth, we used the information from the real estate brokers of property listed for sale and added the infrastructure available on those properties and cost. Chairman Meguire asked if the map only showed the City limits. Mr. White said his focus was the industrial areas available along Hwy 380. Chairman Meguire asked if we could include the properties available outside the City limits that we could annex in. Mr. Tedford said if we do that we could not offer any assistance due to the fact they are not in the City limits. Mr. White said his suggestion is to add only industrial sites available. Mr. Lane asked if we could look at the Frisco Interactive map. Mr. Lane showed the 4A EDC Board on how Frisco map works. It will show the information on the map of infrastructure, selling agent, P&Z information etc. Mr. Lane said it is a model to go off of. Mr. Lane will provide the cost of what GIS mapping would cost going thru the county. Mr. Lane will be placed on the next agenda to discuss cost of mapping. Chairman asked the cost per hour and to add TIRZ Zone, Traffic count, CCN etc. Mr. Lane asked if the City has license for GIS mapping. Mr. White said yes everything we do goes through Daniel and Brown Engineering. Chairman Meguire asked if Mr. White could have the cost available for adding the TIRZ Zone, etc., Mr. White said it may be a few meetings before he will have compiled all the information requested.

Mr. White discussed the drone presentation, first thing he did was a proposed outline of what we would like to see on the drone video. The person doing the drone video will need this to show where to go and what to do. Mr. White said we will show our strengths and opportunities and give a very brief history of Farmersville. Chairman Meguire asked

to point out how far we are from Dallas, Lovefield, and DFW. Also, include local businesses such as Gerdau, Tedford Chevrolet, and AFI. Chairman Meguire asked to be placed on the next regular scheduled City Council meeting for a budget amendment.

RECEIVE, CONSIDER AND DISCUSS PRESENTATION ON THE BACKGROUND FOR TEXAS WIDE OPEN FOR BUSINESS MAGAZINE

Margaret Rose with Conway who represents Texas Wide Open for Business. Ms. Rose stated the Texas Wide Open for Business is a publication that the Texas Governor Abbott office promotes. Conway is the publisher for Texas Wide Open for Business and have been in business for (65) sixty five years. Currently have (45K) subscribers. Over 85% percent of the subscribers are businesses that are actively searching to relocate. What we do is we have a custom content division over the last 3 years and ran by myself and a team, we work with several other states as well. In May 2017, 2,500 copies will be distributed to the Governor Office for distribution. Over the next 12 months we will produce 15K magazines that will go to the Governor's Office for distribution. We also distribute an electronic copy to Fact question subscribes, a weekly newsletter we do. We also, hold several events per year. We do things all over the world.

Mr. Tedford asked if we put something together with in the next 60 to 90 days when would the next publication come out. Ms. Rose stated it would be May 2018. Chairman Meguire asked the cost. Ms. Rose stated \$2,200 and up from there.

CONSIDER, DISCUSS AND ACT UPON NORTH TEXAS COMMISSION MEMBERSHIP

Mr. White stated this organization started in the 70's to promote the DFW airport, so what they have done has taken on big challenges in the region and promote organizations. Mr. White feels that we would not get a lot of play from this membership, what they do is promote what is really good for the region as a whole not just one area like ourselves. What I wanted to do is put this in front of you for your review. Chairman Meguire thanked Mr. White for the information.

CONSIDER, DISCUSS AND ACT UPON ITEMS FOR PAYMENT

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

CONSIDERATION AND POSSIBLE ACTION REGARDING FINANCIAL STATEMENTS FOR FEBRUARY 2017

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

CONSIDERATION AND POSSIBLE ACTION REGARDING MEETING MINUTES FROM
FEBRUARY 16th, 2017.

On a motion from Mr. Lane to approve meeting minutes from February 16th, 2017
as presented, second by Mr. Smith, motion carried all in favor.

DISCUSSION IN CONTEMPLATION OF PLACING ITEMS ON FUTURE AGENDA

Fiber Optic Cable

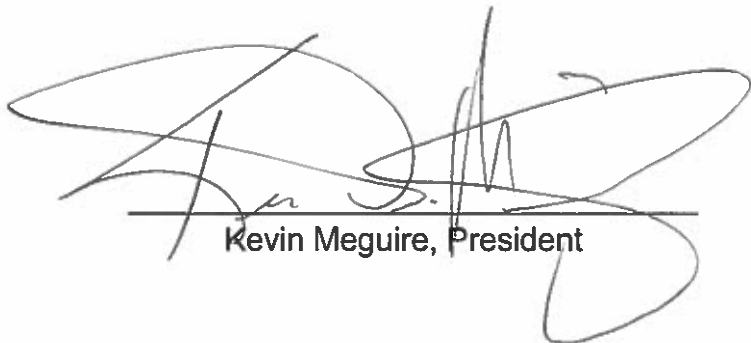
Camden Park

Collin College

Bond-Election

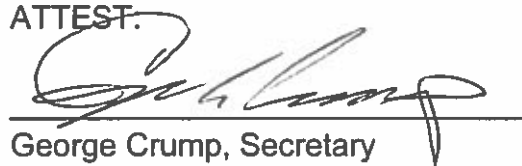
ADJOURNMENT:

Meeting adjourned at pm. 8:20



Kevin Meguire, President

ATTEST.



George Crump, Secretary