

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION

AGENDA

March 16th, 2017; 6:30 p.m.

City Hall Council Chambers

- I. Call to Order**
- II. Recognition of Citizens and Visitors**
- III. Public Comment**

Anyone wanting to speak is asked to speak at this time, with an individual time limit of three (3) minutes. This forum is limited to a total of thirty (30) minutes. If a speaker inquires about an item, the EDC 4A Board or City staff may only respond with (1) a statement of specific factual information; (2) a recitation of existing policy; or (3) a proposal that the item be placed on the agenda of a future meeting.

IV. Business Items for Discussion and Possible Action

- A. Review, consider and discuss Key Initiative Area Goals (KIA'S).**
 - a.) List of Brokers
 - b.) Interactive map update.
 - d.) Update on drone video
- B. Receive, consider and discuss presentation on the background for Texas Wide Open for Business magazine.**
- C. Consider, discuss and act upon North Texas Commission membership**
- D. Consider, discuss and act upon Items for payment**
- E. Consider, discuss and act upon financial statements for February 2017, and required budget amendments.**
- F. Consider, discuss and act upon meeting minutes for February 16th, 2017**

V. 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 March 13th, 2017 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



Farmersville
DISCOVER A TEXAS TREASURE

TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 16th, 2017
SUBJECT: Key Initiative Area Goals

Review Key Initiative Area Goals (KIA'S)

Broker Targets – Ben White

Interactive Map – Ben White

Drone pricing/incorporate into website pricing – Ben White



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 16th, 2017
SUBJECT: Marketing Tool

Receive, consider and discuss presentation on the background for Texas Wide Open for Business magazine

Margaret Rose will be here to present to the board and answer any questions

Action: Approve or Deny



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 16th, 2017
SUBJECT: North Texas Commission membership

Consider, discuss and act upon North Texas Commission membership

Action: Approve of Deny

Mr. Ben White
City Manager
City of Farmersville
205 South Main Street
Farmersville, Texas 75442

Dear Ben:

What do 4.2 million citizens, 2.6 million employees and 280,000 university students have in common? They are all represented by the organizations that convene at the North Texas Commission.

The strength of North Texas is dependent upon every city, business and educational institution pulling together in the same direction. Your presence at a common table is critical to market our region across the globe, advocate on issues that have no city or county boundaries and to collaborate on region-wide initiatives and projects.

We invite you to discover more about membership in the North Texas Commission. A regional organization that addresses key issues that impact all North Texans – issues that are regional in scope, require public and private sector involvement and are crucial to sustaining the region's position as the fastest growing metropolitan area in the United States.

- **What are the benefits of being a member of the North Texas Commission?**

As a North Texas Commission member, you will have numerous opportunities to:

- Network with other regional, civic and business leaders
- Access to the most up-to-date regional information across numerous disciplines
- Participate in interesting and informative educational and professional development programs
- Share best practices and collaborate with more than 40 other municipalities
- Let other regional stakeholders know what exciting enterprises are happening in your community.

- **Why is the North Texas Commission's work so important?**

North Texas is adding one new person every four minutes. Our phenomenal growth is only sustainable with active leadership and smart policies from all of the stakeholders around the region. Other business and civic leaders need to know what is happening in City of Farmersville. Join the North Texas Commission and share your success!

- **What are the benefits of advertising in NTX Magazine to my city?**

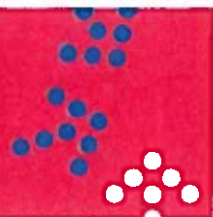
NTX Magazine is distributed to C-level executives domestically and internationally who may be considering an expansion or relocation into this market. NTX Magazine is the only pro-business regional publication representing the North Texas community. Your complimentary enhanced listing in NTX Magazine will ensure your community is visible to decision makers across the country considering this market.

For a limited time we are offering a **complimentary enhanced listing for municipalities only** that join the North Texas Commission by August 1, 2014. **A one year membership in the North Texas Commission and an enhanced listing in NTX Magazine: A Profile of the Dallas-Fort Worth Region for the reduced price of \$1,300.00 (valued at \$1,700.00).**

I hope you enjoy the enclosed copy of **NTX Magazine** and accept our invitation to join the North Texas Commission and receive a complimentary enhanced municipal listing with your membership. I may be reached at Marcellette@ntc-dfw.org or 972 621-0400 x107 if you have any questions or would like additional information.

Sincerely,


Marcy Sherman, CFRE
Executive Vice President



Introduce Your Firm to a Global Audience!

NTX Magazine is a valuable B to B resource that highlights the economically-thriving and pro-business North Texas region.

A profile of the Dallas/Fort Worth region, NTX Magazine features information about key industries with facts and data to assist those interested in doing business here.

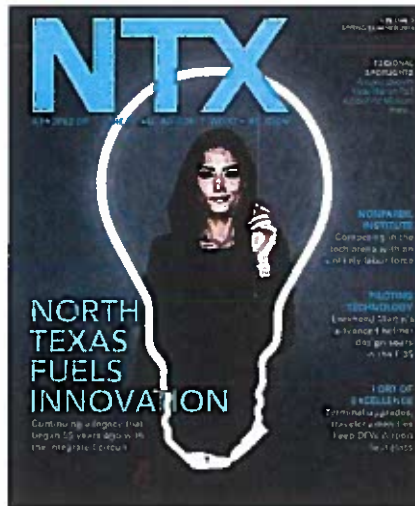
The Fall/Winter 2014 issue of NTX Magazine is a 96-page, four-color glossy publication packed with information about logistics, manufacturing and transportation.

NTX Magazine will introduce your business or community to corporations considering relocation or expansion before they arrive.

Editorial Content

Learn why companies relocate and the benefits of doing business in North Texas. This issue will feature how logistics and manufacturing drive the region's economy and benefits corporations.

- **Feature Story – Crossroads of America:** North Texas is a sweet spot in the Central U.S., 4 hours or less from each coast making this the nation's epicenter for trade and commerce.
- **Industry Spotlights:** Logistics, Supply Chain, Manufacturing, Intermodal, Trucking and Rail, Intelligent Supply Chain, e-Commerce, Re-shoring, Foreign Trade Zones, Air Cargo, Global Freight Forwarding, Education and Sustainability.
- **Facts & Resources:** Regional Map, North Texas Quick Facts, Air Cargo Destinations, Relocations.
- **Directory Listings:** Regional Economic Development Contacts, Municipal Listings, Cities, North Texas Commission Members.



"NTX Magazine is a tremendous resource for recruiting talent to North Texas. Our region has a lot to offer individuals and families considering a move from anywhere in the States or the world, and NTX Magazine helps highlight those strengths." – Robert Hastings, Senior Vice President, Bell Helicopter

"NTX Magazine is a trusted resource I carry with me on all business recruitment trips; selling prospects on Frisco means educating and informing them of the advantages of being located in North Texas. I know I can find credible answers about regional demographics. The new look of the magazine reinforces the style and quality found inside its pages." – Nancy Windham, Vice President, Frisco Economic Development Corporation

Deadline

Issue	AD sales close	Artwork due
Fall/Winter 2014	08/15/2014	09/01/2014

Contact

Marcy Sherman

Vice President,
Development
972 621-0400
817 707-7710
marcellette@ntc-dfw.org

Dawn Miller

Director of Personnel
and Accounting
972 621-0400
dawn@ntc-dfw.org

Distribution

20,000 print copies of NTX Magazine are distributed to the following:

- Fortune 1000 CEOs nationally and locally
- American Airlines Admirals Clubs at DFW International Airport
- National Economic Development and Site Selection Executives
- Leaders and Executives in a wide cross section of business and industries
- Business Leaders in key overseas market: Australia, UAE, Turkey, China, South America and Mexico
- Members of International Trade missions visiting North Texas
- Domestic and International Conference Attendees
- International Foreign Consulates based in the United States
- Hotel and Convention & Visitors Bureau Partners in North Texas
- North Texas city leaders and public officials
- High download of e-NTX Magazine from NTC website

Targeted Distribution

NTX Magazine had the following additional distribution opportunities:

- More than 100 high-net worth Chinese investors through PIYI Investment Group
- More than 200 North Texas cities and chambers
- A delegation of 30 business leaders and government officials from Dubai and the Northern Emirates



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE March 16th, 2017
SUBJECT: Items for payment

Consider, discuss, and act upon Items listed for payment

1. Small Business Conference

ACTION: Approve or Deny



Dear Ben,

February 3, 2017

I hope you are having a great beginning to 2017.

I am writing to make you aware of our Small Business and Entrepreneur Conference (SBECON) for 2017. This is our 6th annual conference and we are busy working to make this one our best ever. The date for SBECON17 is Tuesday, April 4, 2017. We will once again stage the conference in the Sam Rayburn Memorial Student Center.

I hope you will consider remaining a sponsor for our 6th annual conference as you have done previously.

As always, our purpose remains to reach out to the small business, entrepreneur, and economic development communities in our region while exposing our students to real business issues.

As we have in past conferences we are designing our conference so that the typical small business person will gain a good utilization of the time spent with us. We will again make this basically a half-day conference with admission and lunch free if persons register before April 1st.

As a sponsor, you will once again have your name and logo prominently displayed throughout our meeting rooms both in poster format and on presentation screens as well as in our printed program. We want our attendees to be aware of the Economic Development organizations in the region who make this event possible.

The EDC's in our region have been faithful sponsors of this event and without your help we could not have even begun as we did in 2012. I hope Farmersville Economic Development Corporation will again come on board as a member of our sponsor team in 2017. Please let me know via phone or email if you desire additional information. I have attached an invoice for sponsorship for your convenience.

Thanks not only for your support of the conference, but for the impact you are making in our region to promote economic development and the support of our small businesses.

My Very Best Regards,

A handwritten signature in blue ink that reads "Bob".

Bob Collins
Senior Lecturer and Executive in Residence
College of Business
Texas A&M University-Commerce
Bob.collins@tamuc.edu
903-468-8188 (o)
972-571-5290 (m)

Management

[P.O. Box 3011 * Commerce, TX, 75429-3011*Phone: 903.886.5703*Fax: 903.886.5702*www.tamuc.edu](mailto:Management@tamuc.edu)

A Member of The Texas A&M University System



SPONSOR INVOICE

Small Business and Entrepreneurship Conference 2017

(SBECON17) Management Department
College of Business
Texas A&M University-Commerce
P.O. Box 3011, Commerce, TX 75428

Thank you for being a sponsor for our conference. This is our 6th annual conference and we are planning for a day of exciting and informative panels and workshops for small businesses and entrepreneurs in our region.

Please make note of our web address at www.tamuc.edu/sbecon. Information about SBECON17 and participant registration can be found there.

Please make checks payable to TAMU-C Foundation and send to the above address.

Sponsorship Levels:

1 ~ Lion Partner	\$100 – 999
2 ~ Angel Partner	\$1000 – 2999
3 ~ Venture Partner	\$3000 – 4999
4 ~ Keynote Partner	\$5000 – 7999
5 ~ IPO Advisor	\$8000 and above

Thank you for your support.

SBECON17 Team



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 16th, 2017
SUBJECT: Consider, discuss and act upon financial statement for February 2017, and required budget amendments.

ACTION: Approve or Deny 4A EDC Financial Statements for February 2017 as presented

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

February 2017

Prepared by: Daphne Hamlin

Farmersville Economic Development Corp 4A
February 2017

Statement Balance 2-1-2017	\$248,432.51
Deposits:	
Sales Tax:	\$29,103.92
Banking Int .05%	\$10.01
CD Interest	\$74.32
Wire Fee Refund	
Cleared Checks	
Statement balance 2-28-2017	\$277,620.76

Outstanding Transactions

Sales Tax
Transfer to Texpool
CD Interest

Balance 3-8-2017	\$277,620.76
-------------------------	---------------------



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 16th 2017
SUBJECT: Consider, discuss and act upon meeting minutes for February 16th, 2017

ACTION: Approve or Deny February 16th, 2017 meeting minutes

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 Best 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, 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

DRAFT