



**CITY OF FARMERSVILLE
FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES
July 16, 2020TH, 2020 6:30 P.M.
COUNCIL CHAMBERS, CITY HALL
205 S. Main Street**

CALL TO ORDER

The Farmersville EDC met in regular session on July 16th, 2020 at 6:31 p.m. in the City Hall Council Chambers with the following board members present: Jason Lane, Robbie Tedford, Matt Crowder, Elise Bobitt and Randy Rice. Special guest recognized Councilman Dwain Mathers, Randy Smith, and Greg Last with EDP Best Practices, Ben White City Manager, and Daphne Hamlin City Accountant

RECOGNITION OF CITIZENS AND VISITORS

Kevin Meguire, Randy Smith, Greg Last

PUBLIC COMMENT

No Comment

ELECTION OF OFFICERS

Motion made by Randy Rice to nominate Jason Lane as Chairman, second by Robbie Tedford. All in favor

Motion made by Jason Lane to nominate Robbie Tedford as Vice Chairman, second by Randy Rice. All in favor

Motion made by Matt Crowder to nominate Randy Rice as Secretary, second by Ms. Bobitt. All in favor

PRESENTATION FROM MR GREG LAST WITH EDP BEST PRACTICES.

Mr. White introduced Mr. Last and gave a brief background.

- Mr. Last has 30 years' experience. Has a Business degree, worked for 10 yrs. as a land scape architect. Mr. Last wrote City Codes for the City of Southlake. He was the first planner for Southlake. Did both Economic Development and Planning for Southlake. Took on the role as the Economic Director solely at Southlake for 12 years. Elected 2012 as chair for the EDC charter member Dallas North marketing team. In 2013 ready for change left Southlake and started own business. Been in this business for himself since

2013. Stated his niche is for smaller, middle sized communities. Has worked for 70 plus cities some urban some rural some with economic departments and with ED like The City of Farmersville.

- Mr. Last gave handout of what he does. Not per suing to work in office and take phone calls. Rather work behind the curtain. Business retention, combine planning and economic development. Also provide EDC training.

Mr. Last gave a slide presentation highlights are below

- Slide presentation "sites- Building Summary". This identifies all available properties within your City. Have worked with Princeton and Melissa.
- Provide document you can update yourself. Important to know your real-estate.
- Prepare single page site-building summary to present your available property.
- Discussed Business Park Marketing would not apply to the City of Farmersville.
- Recently worked for a group in Texarkana. Created image of site where proposing property.
- Site Documentation: Determines what will be the best property for potential business owners.
- Excel Data Summary: The labels on the bottom of sheet able a link to other spreadsheets with data. The Summary page is the main document. Other benefit is to use on website and proposals.
- Local & Regional Profile: basically covers your market. Profile brings all the information about your City into one page. Use this data on website and your request for proposals (RFP) response. Use as a base line tool and develop as you grow.
- Traffic Count Reports: If you are interested in retail. They will ask how many cars go by that area. Shows a.m. peak and p.m. peak and what direction they are going. Example if you are a grocery store you want to be on the peak hour side of the road going home. Common thing retailer broker will ask.
- Make sure website is enhanced. Outline content, develop content, and create mock pages. During this time of pandemic website is a major tool. Several different tools for business retention.
- Business list on website. Showing business's and link to website. Do visitation programs and do more formal interviews with businesses.
- Local incentive overview: What can you offer as a local incentives: Need to add to website? List of all projects for list on EDC and CDC.
- 380 Agreements; helps promote economic development done by Cities. Industry, retail, hotel, mixed-use.

- Property Enhancement Policy; Similar to what we have, you can do more enhance properties, facades/windows/landscape/lighting etc.

Mr. Crowder asked how many employees, Mr. Last stated single business owner.

Ms. Bobitt asked what it the average cost of our projects. Mr. Last stated average cost is less than 6K.

Mr. Lane stated there are some projects that we can look into. We have a new board members and there are a few things we need to work on.

(Presentation attached) Exhibit "A"

CONSIDER, DISCUSS AND ACT UPON REQUEST FOR FAÇADE GRANT

Mr. Meguire presented information to the EDC board about his building located on McKinney Street. Mr. Meguire stated they will be removing all wall units and demolition of all the siding. Will be replacing insulation and install with new smart siding. Mr. Meguire stated they are trying to go with an 1800's type of paint. Installing new gutters, leveling the building, installing a new a/c unit, plumbing and electric.

The overall cost is 88K, asking for a match from the façade grant at the maximum amount allowed. Mr. Meguire stated he owns the building and can provide proof of funds.

Mr. Tedford stated he is in favor supporting this project. Mr. Tedford mad a motion to support this project and that it is eligible under the façade grant up to the maximum of \$25k. Ms. Bobitt asked if re-siding and painting are eligible and will you still get the full \$25k. Mr. Tedford stated as long as it is eligible up to the \$25k. Mr. Tedford asked Mr. Meguire if he will be starting immediately, need to be aware of deadline. Mr. Tedford wanted to make sure that the grant was not held up. EDC Board in the past granted a façade grant and it was never started. That's why we have added deadlines to façade grants. But if there are extenuating circumstances the EDC Board would consider. Second by Randy Rice, all in favor.

Mr. White stated Chris Guipido wanted to delay until next meeting. Jason asked to add to next agenda

REVIEW THOROUGHFARE PLAN

Mr. White presented thoroughfare plan draft. Mr. White stated he has presented to City Council and decided to take on a separate path and become adopted in as a City Ordinance. Mr. White stated plan is available on the City website. Mr. Lane asked how close are we to Merit. Mr. White stated they are not an incorporated City. Mr. White pointed out the 4k acres are set aside by the railroad and an additional 2k acres set aside for industrial growth. Map showing the outer loop. Most interesting in the plan is the Highway 78 and how it interconnects without a loop but as a bypass. Alternate path and sized as an 8 lane freeway. Reason behind TX dot is looking for a North/South path East of Highway 75 that would provide same transportation opportunities as Highway 75 provides today. This positions our town

for 3 corridors. If the community decides to go in that direction. Legend down at the bottom showing yellow as principal and blue as major roads. Red dots are grade separations. Mr. White asked Kimley Horn to make the road along the lake to be continuous. Another thing to note the pre-planning is done for a commuter rail for exiting railway to support both employment corridors and downtown centre as well. Very futuristic but if you do not plan for you won't get it.

In the Downtown inset plans to install a traffic circle feature in the downtown area by the flag pole and open Washington Street North and South. Traffic circle at Hamilton Street and Farmersville Parkway. Realignment on Farmersville Parkway to realign by the Heritage Museum.

Mr. White stated that Kimley Horn did a great job getting traffic in an out of our Towne Centre. The area in yellow to be bricked as well. Plan to place a New City Hall to go behind the Cotton Gin. Maybe start purchasing land to have somewhere to go when we grow. Plan promotes employment centers, promotes upcoming and in the future. Ms. Bobitt asked about the traffic circle there are a lot of pedestrians in that area I have a bit of a concern. Mr. White stated he felt Kimely Horn would not have done that if felt there was any concern there. Right now on the surface looking at traffic patterns. Ms. Bobitt stated the 6k acres I'm hearing is heavy industry, currently businesses are not that heavy just want clarification. Mr. White stated there is a heavy industrial component. Mr. White stated the heavier industry would be in the east area. Mr. Lane asked what the total land is mass. Mr. White stated he is not sure. Mr. Lane reason asked allocating 6k acres for industry is not enough. Seems like there maybe a benefit in the future Highway 78 outer loop or existing Highway 78 to have something on north side of town as well. Mr. White sated he thinks there will be mixed use and industrial in that area as well. Mr. White stated thinks we will see growth along intersections. Mr. Lane stated once you get into the land use plan that is when it will become clear. Mr. Lane stated you need a mix to help support what the residential people want. Farmersville has the highest tax rate in the County due to mostly residential. Having a good mix provides interest in our town. Mr. Lane asked the time line on next step. Mr. White stated meeting in 2 weeks. Ms. Bobitt stated the primary intersections would be the magnet to the city hopefully we will have gateways into our town to make it inviting. Mr. White feels it will be well balanced.

Mr. White presented the bike trail plan. Mr. White state that the Lake will let you build a path on the lake. Major connection from Parkway and a Major connection to connect to City of Princeton. Paths will go thru the industrial area. There will be trails going over Highway 380. Red line is a shared use path and are higher speed type thoroughfare with 8 foot right of way. Bike and pedestrian shared path. Number one amenities are bike path and trail paths. Covers industrial and residential areas.

Mr. Lane stated our future boundaries are approximately 80 square miles. We are planning 6k acres on the industrial side of things. Mr. Lane asked is that enough for industrial. Mr. Last stated he felt it was not enough. Probably need to find more industrial area. Mr. White agrees we will find other areas.

(Attached maps) Exhibit "B"

CONSIDER, DISCUSS AND ACT UPON REQUEST FOR GAS SERVICE FROM HOME GROWN PLANTS

Mr. White stated that the owner of Home Grown Plants has brought this up but has since retracted. Mr. White stated he feels it is worth talking about. In the past we have done an economic analysis. Maybe have surrounding land owners get involved in this and they will be able to see the convenience, opportunity and value of having gas on their land. They currently have water and sewer. Supplying gas would be an economic incentive. Maybe we can talk to owners to see if there might be some interest to adding a pipe line.

CONSIDER DISCUSS AND ACT UPON FUNDING RELATED TO COLLIN/FARMERSVILLE PARKWAY

Mr. White stated we are 488k over budget on building the road for Collin College, if no one contribute we would have to cut scope. TIRZ willing to contribute \$244k, if 4A likes this option. Mr. White stated TIRZ already supplying 1.75m bond to support road. Did not want to get another bond.

Mr. White asking for direction from the EDC Board. Mr. Lane opened up the floor for discussion. Mr. Lane stated we don't like spending money we have been saving for a long time to spend money for the College. We currently have an agreement with the College to provide a Roadway the EDC Board made a commitment to get the College in here.

Mr. Tedford is in favor of cost sharing agreement with TIRZ. At that time there was not a TIRZ we would have had to carry the full cost of this. It would be in the cities best interest to do the cost sharing with TIRZ up to \$244k to get this done. Mr. Rice stated he agrees with Mr. Tedford be nice to see all the light poles and changing lights. We have other things to spend money on.

Mr. Tedford motioned for option 3 to agree with TIRZ board cost sharing between 4A and TIRZ 50/50 \$244k each. Second by Randy Rice. All in Favor.

UPDATE ON FIBER OPTIC

Mr. White stated there where studies done by A&M sponsored by the TIRZ Board. TIRZ Board reviewed the report supplied by A&M. Did not agree with the numbers created on the spreadsheet and added to it. To service areas like Lake Haven and Montgomery Farms. Lake Haven will develop over 3,000 homes and another development going to the south Montgomery Farms. Thought was to align with subdivision developers. Mr. White stated he ran a model based on this and was a little bit short. Looking for other sources of revenue. Trying to figure out what the source could be. Idea is could we own light pole systems in those areas and get a revenue source off that and be 5g complaint. Working with subcontractors and nokia to find out if we can do this and feed this fiber idea. Take that and deploy in Farmersville. On light pole concept have electronic banners sensors videos. Use for different activities. This is kind of the concept. Going to Tommy Canslor. Mr. White stated not going before EDC or Council until numbers get better. We are at a point of stripping things out. There is an opportunity there for the need of remote

learning. City is going to be in a position to provide hot spots. Currently applying for grants.

CONSIDER, DISCUSS AND ACT UPON ITEMS FOR PAYMENT

Motion by Mr. Tedford to pay bills as submitted (Kimley Horn \$5,130.00 thoroughfare plan, City of Farmersville reimbursement for Collin College \$63,559.72), second by Mr. Crowder. Motion passed all in favor Motion to only one signature by Mr. Tedford, second by Ms. Bobitt.

CONSIDER, DISCUSS AND ACT UPON FINANCIAL STATEMENTS FOR JUNE 2020 AND BUDGET AMENDMENTS

- o Motion made by Mr. Tedford to approve June , 2020 financials as submitted, second by Mr. Crowder . Motion passed all in favor.

CONSIDER, DISCUSS AND ACT UPON MEETING MINUTES FOR JUNE 18TH, 2020

- o Motion made by Mr. Tedford to approve June 18th, 2020 minutes with changes, second by Mr. Lane Motion passed all in favor.

CITY MANAGER REPORT

- o Collin College construction continues and ahead of schedule.
- o Reliable Concrete paying taxes. Third place revenue source for sales tax
- o Cautions sales tax our town is growing. City has added another 140 homes and an 80 apartment complex

BUDGET WORKSHOP

244K new road

New employee

50k for façade grant

Set for budget workshop for 6:30 in Bens office and alternate signature


REQUESTS TO BE PLACED ON FUTURE AGENDAS

- o Alternate signature
- o Budget hearing
- o Update land use map
- o Covid 19 business grant funds/what's within our scope

ADJOURNMENT


Mr. Lane adjourned the meeting at 9:30p.m.

ATTEST:



Randy Rice, Secretary

APPROVE:



Jason Lane, Chairman