



**CITY OF FARMERSVILLE
FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES
January 21, 2021, 6:30 P.M.
COUNCIL CHAMBERS, CITY HALL
205 S. Main Street
Farmersville, TX 75442**

CALL TO ORDER

The Farmersville EDC met in regular session on January 21, 2021 at 6:30 p.m. in the City Hall Council Chambers with the following board members present: Robbie Tedford, Matt Crowder, Jason Lane, Elise Bobitt and Randy Rice.

RECOGNITION OF CITIZENS AND VISITORS

Special guest recognized Randy Smith and Daphne Hamlin City Accountant.

PUBLIC COMMENT

No Comment

BUSINESS ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

RECEIVE REPORT REGARDING COVID 19

- Board reviewed report giving in the EDC agenda packet.
- Mr. Lane asked if Ms. Bobitt had anything to add.
- Ms. Bobitt stated she turned it over to the City once applications were complete.
- Mr. Crowder stated he was on the distribution committee. Process was pretty simple.
- Mr. Lane asked if everyone applied received funds.
- Mr. Crowder stated a few businesses did not receive funds, we had 21 applicants and 19 received funding.
- Mr. Lane asked if any questions or comments. Thanked Mr. Crowder and Ms. Bobitt for their support.

CONSIDER, DISCUSS AND ACT UPON BUSINESS/ORDER OF FUTURE AGENDAS

- Mr. Rice stated every board that I have been involved in the business part of the agenda is done at the beginning of the meeting.
- Mr. Lane stated what you are saying you are wanting minutes first.

- Mr. Rice stated a simplified standard order of business, minutes, reports, and new business. Opening, pledge, minutes, reports, old or unfinished business.
- Mr. Rice stated it is a more logical flow.
- Ms. Bobitt stated process may be better simplified.
- Mr. Tedford stated no problem either way.

CONSIDER, DISCUSS AND ACT UPON FINANCIAL STATEMENTS FOR NOVEMBER AND DECEMBER 2020 AND BUDGET AMENDMENTS.

Mr. Crowder motioned to approve financial statements as submitted for November 2020 and December 2020 as presented, second by Ms. Bobitt, motion passed unanimously

CONSIDER, DISCUSS AND ACT UPON MEETING MINUTES FOR NOVEMBER 19TH, 2020

Mr. Rice motioned to approve meeting minutes as submitted for November 19th, 2020, second by Mr. Crowder, motion passed unanimously.

EDC WORKSHOP

- Mr. Lane stated hope everyone had the opportunity to review the items in the packet.
- Mr. Lane asked Mr. Crowder for an update on documents.
- Mr. Crowder stated over the past 3 or 4 months been kicking around the idea of what does an EDC director do and what do they do every day. Is our City ready for an EDC Director?
- Mr. Crowder stated currently going out and gathering information from other Cities in Texas and outside of Texas. I reached out to Dallas Fort Worth area and the EDC Director for City of Greenville. Asking for advisory role. Mr. Dixon who is also part of the EDC Greenville I asked him about his daily task and what do you do. Then I looked at the salaries over 100 different cities. In the boards attachment there is a salary range of an EDC Director and what the scope should be.
- Mr. Rice asked the figures in the attachment is it an average of what an EDC Director are getting and the level experience.
- Mr. Crowder stated he compiled information from salary.com. There are cities listed that do not have an economic development person but have salaries available if they were to hire. We need to be ready for it.
- Ms. Bobitt asked does the salary include benefits and insurance.
- Mr. Crowder stated it is base salary only.
- Mr. Crowder stated he is in a different frame of mind about hiring.
- Mr. Crowder spoke with a current EDC Director he turns in projects of about 10 a week. They help other business connect to help with best practices. Go out and coordinate
- Mr. Crowder stated his opinion if done the right way interviewed by 4A and signed off by City Manager. All of the boards do not have the time to do what an EDC Director does. If we want to do what is in the job description it cannot be done by the board.

- Mr. Tedford asked during his research did you talk to Cities our size and if they employ an EDC Director.
- Mr. Crowder stated he asked other EDC Directors if Farmersville is ready and they stated yes. Mr. Crowder stated there are towns our size that have an EDC Director
- Mr. Tedford stated it would be a good idea to contact a city or size. Really be interested in more info on town our size. Mr. Tedford stated talk to someone from Frisco that experienced the growth that we are getting ready to experience. How did they prepare for that growth?
- Mr. Crowder said he will go to the Dallas Chapter to see if they can help and get more information.
- Ms. Bobitt asked how big were they when they hired an EDC?
- Mr. Tedford stated this will be a good goal for the Board.
- Mr. Lane stated if you look at the demographic study Farmersville will be 175k pop by 2050.
- Mr. Lane stated he knows the current EDC Director of Frisco and will get in contact and get some info.
- Mr. Rice asked if Princeton has an EDC Director.
- Mr. Crowder stated he will find out.
- Mr. Lane stated he has looked at a couple of cities in Collin County. Lavon has a person that is basically contract. Handles what needs to be done. Don't believe he is working from an office within the City and believes City of Melissa is doing the same thing.
- Mr. Lane stated if we determine we are not ready yet for a fulltime EDC maybe we can start with contract person. There may be some steps in between. We need to contact like other cities, maybe part time for now. Mr. Lane stated from his perspective still would like to gather more data. Mr. Lane stated as a team do we take the plunge. I did like the point of performance driven option something to consider. We had this discussion at a previous meeting when Mr. Glass came in and spoke about all the things he can do for the City. Maybe we need a consultant to help us with this like having an expert to guide us on what would be best for the City. Maybe might be worth considering bring in someone like Mr. Glass to tell us how this works. Still feel as though we have a lot to learn and take advantage of someone who has done this for a long time.
- Ms. Bobbit stated it may be more urgent than we think.
- Mr. Crowder stated he does not mind going back and asking more questions.
- Mr. Tedford stated the only person we have talked to at this point is Mr. Glass. I like the idea that he can offer the EDC board some training. We need someone to come and look at our specific situation. Someone that could assess our situation and help us determine an action plan. From there we would know what the next step would be.
- Mr. Lane stated we did allocate 20k for an action plan. Mr. Lane stated we can still do our due diligent and talk with other cities. Some of the conversations there could

be of merit to have someone in place before everything gets here. Like the idea to get the Board some help with this decision.

- Ms. Bobbit asked do we need a motion to move forward.
- Mr. Lane stated need to spell out work and go out for bids. I know a lot of plans that we have done for EDC is tied to Engineering. This is a lot different. Mr. Lane stated need to come up with scope of work
- Mr. Crowder stated the EDC in Dallas has probably had this question asked to him before. Is there a consultant to help? If you call and ask who would be their recommendation, who would they go to?
- Mr. Crowder stated the scope of work we have is a draft. Need someone with horse power in this area to review. Mr. Crowder stated he does not mind researching.
- Mr. Rice stated TML should be a resource. They should have something for training or work as a resource with us.
- Mr. Tedford stated he is interested if TML could give us a little more training. To help what we need to be looking for. That is something we could look at.
- Mr. Tedford stated he is ready to get started. Need to get someone out here for some training. Just do not want to hire someone and we are not ready for that yet. Need to figure out what we want to do and how do we want to accomplish it.
- Mr. Lane stated I think we are all in agreement to make sure we do this right. We have it in the budget for a consultant. Need to move forward and bring someone in for guidance. Growth is on the way
- Ms. Bobitt stated seeing a lot of movement downtown and feel it will keep growing once people feel secure.
- Mr. Lane stated he spoke with Frisco EDC and getting a lot of people from out of state wanting to move here. Feel we have a lot to offer here. Just need to get the right people here.
- Mr. Tedford stated he would help with following up with consultants that would be specific to what we are looking for and what we need.
- Mr. Rice stated when I attend the monthly wide mayor meetings. Meet someone that stated that Farmersville will have two major highways and railroad within our City.

REQUESTS TO BE PLACED ON FUTURE AGENDAS

EDC action plan

ADJOURNMENT

Mr. Lane adjourned the meeting at 7:23 p.m...

ATTEST:



Randy Rice, Secretary

APPROVE:



Jason Lane, Chairman