

**CITY OF FARMERSVILLE  
FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES  
June 17th, 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 June 17th, 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 Daphne Hamlin City Accountant, Councilman Terry Williams, Greg Last with EDP Best Practices.

**PUBLIC COMMENT**

No Comment

**BUSINESS ITEMS FOR DISCUSSION AND POSSIBLE ACTION:**

**MEETING MINUTES FOR MAY 20<sup>th</sup>, 2021**

- Motion to approve made by Mr. Rice.
- Second was made by Mr. Crowder.
- All board members approved.

**FARMERSVILLE ECONOMIC DEVELOPMENT CORP. 4A FINANCE BUDGET REPORT MAY2021.**

- Motion to approve made by Mr. Rice.
- Second was made by Mr., Crowder.
- All board members approved

**REGULAR AGENDA**

**CONSIDER, DISCUSS AND ACT UPON EDC ACTION PLAN REPORT FROM GREG LAST**

Mr. Lane went over the last meeting discussing training opportunities. Reached out to Mr. Last to go over and discuss further. Discussed trying to knock out website and hopefully discuss some of these items tonight. Our Budget workshop is tonight and what we choose to do there could have a significant impact to our budget.

Mr. Last listened to the last meeting and read the minutes and got a sense of your discussion and understand what you are struggling through. Think I can help and provide guidance and answer your questions. Just want to clarify some things that were discussed in the last EDC meeting. Believe there are some commingling of terms and definitions.

Mr. Last talking about the database and City websites. I do not do website I provide EDC content. Challenge now is we have no data. As it relates to website and sites and building inventory. This does not relate to data.

Sites and building inventory can be done on spreadsheet. You do not need a 3<sup>rd</sup> party website designer. There are very few cities that try to do their own GIS mapping as it relates to real

estate. You can do list as you have done in the past. I have done similar projects for City of Princeton and City of Melissa. Also, can have module pulled in that a 3r party has already prepared. There are a lot of EDC's that have LoopNet. I have a list of providers and real estate. Database for real estate is more for inventory not a database.

Website couple things I suggest get a design in what is called "open platform". Encourage the open platform on the EDC website. Word press is basically free to use however you want. Reason I recommend if you hire someone you do not want to have a preparatory website.

Mr. Crowder our EDC website is tied to the City website. I talked with other EDC's and asked how they do things. Another thought is at what point do you move away and have your own website away from the city website and be more independent. Do you have a recommendation on that?

Mr. Last I review a lot of EDC websites one of the worst things I see they have no information no way to go back to the City. My recommendation since we are small is to do them jointly. City website is just as important as EDC website. Create a common website usually a City will grow into that position. Create a unique URL to point to your page on the website. Farmersvillebusiness.com and direct to website. When customer clicks on that it will go straight to EDC page and bypass City page. A dedicated URL is the way to go. Incorporate with the City to share cost and maintain.

Mr. Crowder reviewed the available URL and farmersvilletxbusiness.com is available.

Mr. Rice, we should get farmersvilletxbusiness.com and farmersvilletexasbusiness.com. That way if searched we would get exposure.

Mr. Last stated on the budget presented on the very end of the budget was to look for an economic development coordinator. This position is between a full-time director and admin. They will not have all the certifications and not paid near as much for a full-time director and admin. Coordinator manages all the EDC functions. I can review the budget and find the middle ground to accommodate for that position. Do not have to go into this level of detail. My Intent was to show you were all the items that will happen in the future. Looks overwhelming but you will only use 20% of items.

Mr. Lane stated the big thing we are struggling with we have data that needs to be maintained, updated, looking at proposals. There are some of those things we are struggling with who and how does it get done. A full time EDC director with 20 years' experience is over kill but someone to answer the phone is not enough. We are somewhere between the two. At one time you mentioned somebody that is not an economic person but someone who is invested in the community and has been here a long time. What I can tell based on the workload it seems a parttime position. Just a couple days a week. Seems to make a lot more sense to me. One thing that was not spelled out in the sample budget was, what is the pay range. I know a lot goes into the budget, but just from your professional experience what do you think it would run.

Mr. Last stated in 40k range. We talked about on the salary information. TEDC does a salary survey on everyone in economic development. I can get a copy and give it to you.

Mr. Lane thinks that would be some good information for the board. Board has had a lot of discussion on this position for a long time. It seems to make most sense to go the interim step. Think having the data from TEDC will be helpful. LoopNet and other commercial real estate would be interested in what they can provide.

Ms. Bobitt stated she feel LoopNet is very underrepresented.

Mr. Crowder stated it is not free you must pay for listings.

Mr. Last stated place available listing on website feels brokers will help keep it updated. Nothing more important but to know what is available. Who owns etc.? Should be easy to maintain 40-50 sites.

Mr. Last, you talked about someone getting out there and bringing in business. I think the productivity is better closer to home. If you get your resources together and communicate with brokers west of the city that is what starts generating the leads. Most things come local.

Mr. Lane stated I know we wanted to talk about training. We have a couple of the options available on previous documents you sent. Just my initial first stab "Ramping up your ED program" would be appropriate. Then "business retention" now sure we have done a good job.

Mr. Last stated helping business you already have is better marketing.

Mr. Last stated there are some things in ramping up that are mundane, (budgets, basic marketing). This board is past that you have a lot of experience.

Mr. Lane asked if the board is wanting to go with "Ramping up your ED Program and "Business Retention".

Mr. Tedford stated it will be worth our time to start there I like to see the board move forward.

- Motion to approve made by Mr. Rice training on "Ramping up your ED Program" and "Business Retention".
- Second was made by Mr. Tedford.
- All board members approved.

Mr. Lane stated we will sort out the timing. My preference would be a normal meeting. Mr. Lane stated the first two will benefit the board.

Ms. Bobitt may be start earlier for training.

Mr. Crowder stated Mr. Last budget is helpful, but do you have a excel that you can share.

Mr. Last yes, a little protective but will send if it will be helpful. Just another thought need job description.

Ms. Bobitt confused on site summary.

Mr. last stated a site summary is not a true data base. Sites and building inventory. Zoning land use, plan acreage. Not interactive you are able to download.

Ms. Bobitt what is the cost to develop that content sites and building.

Mr. Last stated usually 100 per site.

### **UPDATE ON FAÇADE GRANT APPLICATION**

Mr. Crowder visited with Mr. Acevedo he is currently working in the back of the building, reported a lot of construction is underway, electrical, ducting, plumbing a lot of good progress. One of the futures is to remove stucco from the front of the building, bring it back to a brick façade, not under this grant, hopefully in the future.

Mr. Lane, our attorney reviewed the façade grant and according to the attorney's legal opinion expenses under the current grant as written are not allowable for an ADA lift. Suggest that Mr. Acevedo was notified that these expenses are not allowed.

Mr. Crowder, Mr. Acevedo is aware that the ADA lift is not allowed in this façade grant.

### **BUDGET WORKSHOP**

See attachment "A" for 2021-2022 proposed budget.

### **EXECUTIVE SESSION**

06-17-2021

- Discussion of matters permitted by the Texas Government Code:
  - Section 551.087. Deliberation regarding Economic Development Matters:
    - Project Jedi Force

Convene at @ 7:30 p.m.

Reconvene @ 8:30 p.m.

No action taken.

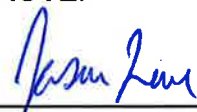
**ADJOURNMENT**

Mr. Lane adjourned the meeting at 9:05 p.m.

ATTEST:

  
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Randy Rice, Secretary

APPROVE:

  
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Jason Lane, Chairman