



**CITY OF FARMERSVILLE
FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES
July 15th, 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 July 15th, 2021, at 6:30 p.m. in the City Hall Council Chambers with the following board members present: Matt Crowder, Jason Lane, and Randy Rice. Absent Elise Bobitt and Robbie Tedford.

RECOGNITION OF CITIZENS AND VISITORS

Special guest recognized Audrey Rubadue City Staff and Councilman Terry Williams.

CONSENT AGENDA:

CONSIDER, DISCUSS AND ACT UPON MEETING MINUTES FOR JUNE 17TH, 2021

- Motion to approve meeting minutes as submitted for June 17th, 2021 made by Mr. Rice
- Second by Mr. Crowder
- Motion passed unanimously.

CONSIDER, DISCUSS AND ACT UPON FINANCIAL STATEMENTS FOR JUNE 2021

- Motion to approve financials as submitted for June 2021 made by Mr. Crowder
- Second by Mr. Rice
- Motion passed unanimously.

REGULAR AGENDA:

CONSIDER, DISCUSS AND ACT UPON EDC BOARD TRAINING FROM MR. LAST

- Mr. Last began with his presentation with "Ramping up Your Economic Development Program"
- Topics to Cover: Organizational structures, coordination of Allies, Establishing a direction, Administration of an EDO, Existing business support, resource development, marketing and promotion, and incentives

- Formal Definition of Economic Development: The process of influencing and economic well-being of a jurisdiction through.
 - Creation or enhancement of employment opportunities
 - Increasing the economic base
 - Providing the goods and services desired by the stakeholder of the jurisdiction
- Mr. Last gave common acronyms we need to be familiar with, (attached)
- One thing this board needs to get clear on is what is your primary purpose. Whether it is to increase employment opportunities/increase sales tax/provide goods and services/community enhancement/infrastructure.
- Infrastructure is a real common item with 4A to help fund and existing business support.
- Mr. Lane stated the quantity and quality of jobs/property tax/ is important. I don't feel we do as much as we should do, we can do more. We do some items such as façade grants.
- Mr. Crowder stated he feel the boards' purpose is sales tax and property tax to generate funds to help support projects on what we need to do. The gap we need to fill is supporting existing businesses. Figure out how we start framing up to draw people to the city.
- Mr. Lane stated feels we need to start partnering with Schools, Collin College. We have opportunities there.
- Mr. Last stated you need these allies before you start any projects. Might think about what your purposes and goals are.
- Municipal Department: director of ED reports to the City Manager.
- Type A Economic Development Board Uses: Restricted, mostly primary jobs. Pros to ED Board is autonomy and confidentiality. Most Cities go to the ED board to help with infrastructure cost.
- Municipal Development District (MDD) can receive funds from the ETJ as well. They have broader programs.
- Mr. Crowder asked is there a situation where there is only MDD.
- Mr. Last stated they are new and rare, but they are increasing. Migration from EDC to MDD.
- Mr. Crowder stated we have a big ETJ. Maybe something to think about down the road.
- Mr. Last stated the legislation has changed the law regarding annexation. Some Cities have made agreements with businesses in the ETJ to annex into the city.
- Mr. Last stated you can change ED by an election that A can do B projects. Lots of options available.
- Mr. Crowder asked what is the preferred organization that a business would go to Either EDC or CDC. How do you streamline what we do and make it more effective? We struggle at what we do on EDC or CDC. Does a MDD make it more streamline.

- Mr. Last stated you want to make sure you don't lose focus. This is a whole lot to do when you start combining.
- Mr. Last stated he keeps a link on his website of all the statuses.
- Mr. Lane asked if you have a bed and breakfast does it fall in line as a hotel and collect hotel tax.
- Mr. Last stated there is a lot of guidelines to go thru. Typically, EDC is not over the Hotel Tax, City takes care of that.
- Mr. Last stated typically businesses go thru EDC to communicate with the County, Chamber, etc. Need to have county commissioner or judge come and talk about tax incentives. There are benefits for them to do this.
- Mr. Last talked about adopting plans. Comprehensive Plan, EDO Strategic Plan – more detailed analysis / research, 3–8-year horizon. EDO Action Plan – 1-to-3-year horizon, what do we do next? EDO Work Plan – Implementation of fiscal year project. My recommendation for this board is to develop Mission, Goals, and objectives. Mission is the purpose of an organization. Goal - an entity would like to achieve. Should be clear and concise and are reached through accomplishment of objectives. Objective- identifies actions necessary to accomplish the goals. Typically, more detailed as to target, timing, ability to finish. Objectives should be realistic and obtainable, something you can complete. I have examples of mission statements on my website
- Example of Objectives – Develop a website – Develop a Site and Buildings Summary. Then take the objectives and establish a progress report.
- Talked about board administration: Appointments: need diversity in age, education, race, skills, training. Roles and Responsibilities, direction, policies, etc. Have a agenda development on my website. Staffing, director manages the day-to-day operation of the EDO. Administrative Secretary manages the administrative functions, BRE Specialist, focuses on engaging the existing business community. Marketing Specialist, programs to market the jurisdiction represented by the EDO. Need to establish roles and responsibilities when staff develops.
- There are a lot of policies the board should adopt. Public Fund investment policy, ethics policy, conflict of interest, code of conduct policy, finance management, confidentiality policy, operating guidelines, whistleblower. This list you are not ready for yet.
- Reporting- typically the Director reports to the board, Board reports to council.
- Business Retention and Expansion programs. Need a list of major employers use for communication, post to your website. Need a shopping and dining guide.
- Resources that you will need: website to me is the most important tool, available real estate, mapping, sewer maps etc. Demographics is important to the website. List taxes/school districts of surrounding Cities as well. Housing very few EDO address housing availabilities. List all different types of business, Data on utilities all the details. The profile EDC already has you may need to just update.
- Mr. Lane asked on the census info the 2020 numbers will be out next year. The council of government's has good population estimates. Would it be better to use

that data? Mr. Last stated the key is keeping it consistent but keep it up to date. I receive all my information from several websites. Just as long as it is consistent.

- Any mapping you can provide is a good tool and information
- Some of the conduits that are out there though you may not be ready yet. But attend closer to where you are at it is better instead of traveling outside your territory
- Mr. Lane stated a couple items very interesting to me. The project report it breaks it down into bite size pieces. We are struggling with data.
- Copy of presentation attached. (Exhibit A)

CONSIDER, DISCUSS AND ACT UPON PARKING AT WEST WATER TOWER ON TEDFORD DRIVE AND WELCH DRIVE

- Mr. White discussed people in the area are upset with traffic and parking near Welch Drive. Truck trailers are parking along the street. Now that the city has more residential traffic not commercial in this area. My thought is there is some land available around the west water tower. The driveway up to the tower could provide parking. If this board would invest in concrete in this area for parking and lease out to the companies in the area for parking. Might be something this board may be interested in.
- Mr. Lane asked if there are any numbers on this.
- Mr. White stated just wanted to see if this board is interested before I ran any numbers.
- Mr. Rice stated he is interested in looking at the numbers.
- Mr. Crowder stated he is interested in reviewing
- Mr. Lane not opposed to looking into the parking idea.

BUDGET WORKSHOP

- Motion made by Mr. Crowder to submit budget for approval.
- Second, by Mr. Rice
- All in favor

REQUEST TO BE PLACED ON FUTURE AGENDAS

Discuss future training
Update Water tower parking
Feedback on budget from Council

ADJOURNMENT

Mr. Lane adjourned the meeting at 8:34 p.m.

ATTEST:



Randy Rice, Secretary

APPROVE:



Matt Crowder, Chairman