

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION

Regular Agenda

6:30

April 22nd, 2021

City Hall Council Chambers

205 S. Main

Farmersville, TX 75442

WATCH THE LIVE BROADCAST

This meeting will be broadcast live through the City's website and by telephone. Members of the public who wish to watch this meeting, and not speak or participate in the discussion, may watch the live broadcast by

1. Going to the City's website;
2. Clicking on "GOVERNMENT";
3. Clicking on "AGENDAS AND MINUTES";
4. Clicking on the "[click here](#)" link that is located to the right of "LIVE STREAMING."

SPEAKING DURING PUBLIC COMMENTS

Members of the public wishing to speak during Public Comments or a public hearing may join the meeting by going online to www.blizz.com, and following the online prompts to input the "Dial-in Phone Number" and the "Meeting ID."

Members of the public wishing to speak during Public Comments or a public hearing may also join the meeting by calling-in to the telephone number listed below, and inserting the Meeting ID listed below: Those members of the public calling in will not be able to participate through video and will only have an audio feed of the meeting on their telephone.

1. **Dial-in Phone Number: (646) 769-9101**
Please note that if you dial a toll number, your carrier rates will apply.
2. You will be prompted to enter the Meeting ID.

The Meeting ID for this meeting is: 007-787-66

Please listen closely to the directions and follow the directions to gain access to the Blizz meeting.

I. PRELIMINARY MATTERS

- Call to order and roll call.
- Announcements

II. PUBLIC COMMENT ON AGENDA ITEMS (FOR NON-PUBLIC HEARING AGENDA ITEM)

If you wish to address the Farmersville Economic Development Board 4A on a posted item on this agenda, please fill out a "Speaker Sign-Up" card and present it to the City Staff before the meeting begins. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Farmersville Economic Development Board 4A for items listed as public hearings will be recognized when the public hearing is opened. Speakers wishing to address the Farmersville Economic Development Board 4A regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve

meeting efficiency.

CONSENT AGENDA

Items in the Consent Agenda consist of non-controversial or "housekeeping" items required by law. Board members may request prior to a motion and vote on the Consent Agenda that one or more items be withdrawn from the Consent Agenda and considered individually. Following approval of the Consent Agenda, excepting the items requested to be removed, the Farmersville Economic Development Board will consider and act on each item so withdrawn individually.

REGULAR AGENDA

A. Consider, discuss and act upon EDC Action Plan, presentation given by Greg Last

III. Requests to be Placed on Future Agendas

IV. 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 April 16th, 2021, by 5:00 P.M. and remained so posted continuously at least 72 hours preceding the scheduled time of said meeting.



Daphne Hamlin
4A EDC Liaison

| | |
|------------------------------|--|
| Agenda Section | Regular Agenda |
| Section Number | A. EDC Action Plan |
| Subject | Consider, discuss and act upon EDC Action Plan, Presentation given by Greg Last |
| To | Farmersville Economic Development Board 4A |
| From | Daphne Hamlin |
| Date | April 22, 2021 |
| Attachment(s) | Economic Development Action Plan |
| Related Link(s) | |
| Consideration and Discussion | Approve or Deny |
| Action | <ul style="list-style-type: none"> • Motion/second/vote <ul style="list-style-type: none"> <input type="checkbox"/> Approve <input type="checkbox"/> Approve with Updates <input type="checkbox"/> Disapprove • Motion/second/vote to continue to a later date. _____ <ul style="list-style-type: none"> <input type="checkbox"/> Approve <input type="checkbox"/> Disapprove • Move item to another agenda. _____ • No motion, no action |

Date: April 15, 2021

To: Mr. Jason Lane, Chairman
Farmersville Economic Development Corporation
205 S. Main, Farmersville Texas 75442



Re: **Economic Development Ramp-Up Plan / Discussion**

I appreciate the opportunity to work with the Board of Directors for the Farmersville Economic Development Corporation. The City of Farmersville has great opportunities ahead and I'm honored to be a part of the planning to take advantage of those opportunities. As I understand our current engagement, the FEDC desires to evaluate the possibility of hiring Staff dedicated to implementing FEDC responsibilities while still being fiscally responsible and productive under the current budget. It is my understanding our upcoming meeting would primarily be an open discussion on these topics.

I have done some preliminary work preparing some items that I think will help facilitate a discussion.

E.D. Ramp-Up Alternatives: This is just a way to identify some alternatives to get where you want to go.

- Shows various staffing approaches, could be implemented over time
- Mainly a way for the BOD to say "let's talk about this alternative in more detail".

Gantt Chart Schedule: This tool helps visualize what might need to happen for a several month period.

- **Page 1:** Primarily a brain dump on various things that might help the FEDC make an informed decision on next steps for staffing. In particular I think the pro-forma budget would be very important.
- **Page 2:** This is to discuss projects you might want to pursue in this fiscal year so that you can ramp-up your resources, website, etc. These are things that I do, but you can do them yourself or engage somebody else if desired. I can show you examples at the meeting of any you might have interest in.
- **Discussion:** Do you need this or do you know what you want to do? Depending on what resources you thought would be beneficial, they could be accomplished by City Staff, Board Members, or I can estimate a cost.

Benchmark Study: This report was generated from data I already had in my contacts database. It is roughly based around a community of 5,000 people.

- Sorted by population (3,000-6,000)
- Would need to confirm population spread desired, and send to various agencies for specific data. Would likely need to give them a finished copy in order to get them to participate.
- **Discussion:** Do you need it? Range of population? Correct information? Who would execute?

This is all somewhat shooting in the dark, not yet having the benefit of a discussion with the Board, but I thought it would be better to have drafts of something to talk from rather than just winging it at the meeting.

Looking forward to our discussion.

Respectfully,

A handwritten signature in black ink that reads 'Greg Last'.

Greg Last, CEO
EDP Best Practices, LLC

Enc: E.D. Ramp-Up Alternatives
Gantt Schedule
Benchmark Report – Draft

E.D. Ramp-Up Alternatives

Farmersville Economic Development Corporation

A preliminary look at alternative ways to ramp-up the economic development efforts of the FEDC.

| | |
|-----------|--|
| 1 | A. Current status / Staffing by City Manager & Finance Director |
| 2 | + Allows for accumulation of reserves |
| | + Could contract for things that come up |
| 3 | - CM has many other obligations demanding priority time |
| | - No dedicated administrative staff to handle calls, set up meetings, handle agendas, research, etc. |
| | - Inadequate website, resources, marketing efforts, networking |
| | - BOD cannot allocate time to administrative functions |
| | - Responses to opportunities hit-n-miss |
| | - No / limited pro-active marketing efforts |
| 4 | • |
| 5 | B. Sharing Administrative Person with City |
| 6 | + Phones get answered, meetings handled, agenda managed, minutes |
| | + Fairly low cost way to increase productivity |
| | + Would buy some time / cost to develop or enhance resources before bigger staff costs |
| 7 | - Demands at City may overwhelm 'shared' approach |
| | - CM / Chair would have to handle "prospects" |
| | - No / limited pro-active marketing efforts |
| 8 | • <u>Costs</u> : Office, computer, phone, benefits |
| | • <u>Needs</u> : Job description for shared duties |
| 9 | C. Sharing Administrative Person / Contracting "on-demand" Project Manager |
| 10 | + Administrative functions handled |
| | + Establish relationship with experienced ED Project Manager |
| | + Reduced burden on CM / Chair |
| 11 | - Demands at City may overwhelm 'shared' approach |
| | - No / limited pro-active marketing efforts |
| | - No relationship building with allies / stakeholders |
| 12 | • <u>Costs</u> : Same as B PLUS hourly contracting fees |
| | • <u>Needs</u> : Basic scope of services, RFQ, service agreement |
| 13 | D. Part / Full-Time Administrative Person / Contracting "on-demand" Project Manager |
| 14 | + Administrative functions handled |
| | + Establish relationship with experienced ED Project Manager |
| | + Reduced burden on CM / Chair |
| 15 | - No / limited pro-active marketing efforts |
| | - No relationship building with allies / stakeholders |
| 16 | • <u>Costs</u> : Same as C unless full-time which would be more salary / benefits. |
| | • <u>Needs</u> : Basic scope of services, RFQ, service agreement |
| 17 | E. Contract EDP for Resource Enhancements / Contract "on-demand" Project Manager |
| 18 | + Allows basic resources to be developed in near term under existing budget |
| | + Resources would be available for additional Staff when / if hired |
| 19 | - Admin functions still handled by CM / existing Staff |
| | - No / limited pro-active marketing efforts |
| | - No relationship building with allies / stakeholders |
| 20 | • <u>Costs</u> : Small project costs, hourly rates for Project Manager |
| | • |

| | |
|----|--|
| 21 | F. Hire Part-Time Local Representative / Contract for Resources & Projects |
| 22 | + Familiarity with local players |
| | + Could probably handle other service agreements |
| 23 | - No / limited pro-active marketing efforts |
| | - No real experience in E.D., would likely need to contract for various services |
| 24 | <ul style="list-style-type: none"> • <u>Costs</u>: Reduced Staffing cost • <u>Needs</u>: Scope of work |
| 25 | G. No Admin help / Hire E.D. Director (maybe limited experience) |
| 26 | + Some experience, connections, professional growth |
| | + Handle calls, prospect management, project contracting |
| 27 | - City Staff to continue with agenda, minutes, etc. |
| 28 | <ul style="list-style-type: none"> • <u>Costs</u>: Office, computer, phone, benefits, training, conferences, marketing budget • <u>Needs</u>: Job description, advertisement |
| 29 | H. |
| 30 | + |
| 31 | - |
| 32 | <ul style="list-style-type: none"> • <u>Costs</u>: • <u>Needs</u>: |
| 33 | I. |
| 34 | + |
| 35 | - |
| 36 | <ul style="list-style-type: none"> • <u>Costs</u>: • <u>Needs</u>: |

| # | Item | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|----|-----------------------------------|---|---|---|---|---|---|---|---|
| 1 | Staffing Analysis | | | | | | | | |
| 2 | Benchmarking Research | | | | | | | | |
| 3 | - Identify Cities | | | | | | | | |
| 4 | - BM Comparison Table | | | | | | | | |
| 5 | - Request from cities | | | | | | | | |
| 6 | Pro-Forma Budgets | | | | | | | | |
| 7 | - Determine costs | | | | | | | | |
| 8 | - 1. Admin | | | | | | | | |
| 9 | - 2. Local Person | | | | | | | | |
| 10 | - 3. Experienced Director | | | | | | | | |
| 11 | Job Descriptions | | | | | | | | |
| 12 | - Request from cities | | | | | | | | |
| 13 | - Develop | | | | | | | | |
| 14 | Service Agreements | | | | | | | | |
| 15 | - Request from cities | | | | | | | | |
| 16 | - Develop | | | | | | | | |
| 17 | Facilities | | | | | | | | |
| 18 | - Office location | | | | | | | | |
| 19 | - Identify / prepare / furniture | | | | | | | | |
| 20 | Technology | | | | | | | | |
| 21 | - Phone, computer, etc. | | | | | | | | |
| 22 | Interview / Hiring Process | | | | | | | | |
| 23 | - Advertisement | | | | | | | | |
| 24 | - Applications review | | | | | | | | |
| 25 | | | | | | | | | |
| 26 | | | | | | | | | |
| 27 | | | | | | | | | |
| 28 | | | | | | | | | |
| 29 | | | | | | | | | |

| # | Item | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|----|-------------------------------|---|---|---|---|---|---|---|---|
| 30 | EDP Resource Development | | | | | | | | |
| 31 | Sites & Buildings Summary | | | | | | | | |
| 32 | - Set up document | | | | | | | | |
| 33 | - Identify sites / brokers | | | | | | | | |
| 34 | - Determine site flyers | | | | | | | | |
| 35 | - Develop report | | | | | | | | |
| 36 | \$2,500-\$3,500 | | | | | | | | |
| 37 | Contacts List (Dbase / Excel) | | | | | | | | |
| 38 | - Excel vs dbase | | | | | | | | |
| 39 | - Start with broker list | | | | | | | | |
| 40 | Excel: Free with S-B Summary | | | | | | | | |
| 41 | Dbase: \$2,500-\$3,000 | | | | | | | | |
| 42 | Traffic Counts Report | | | | | | | | |
| 43 | - NEED TO DISCUSS B Projects | | | | | | | | |
| 44 | \$200/count (\$3,000?) | | | | | | | | |
| 45 | Website Enhancements | | | | | | | | |
| 46 | - Identify available content | | | | | | | | |
| 47 | - Develop recommendations | | | | | | | | |
| 48 | \$3,000 | | | | | | | | |
| 49 | Excel Data Summary | | | | | | | | |
| 50 | - Identify data | | | | | | | | |
| 51 | - Incorporate data / tables | | | | | | | | |
| 52 | \$2,750 | | | | | | | | |
| 53 | Local & Regional Profile | | | | | | | | |
| 54 | - Identify assets | | | | | | | | |
| 55 | - Develop Profile | | | | | | | | |
| 56 | \$3,750 | | | | | | | | |
| 57 | MISC TBD | | | | | | | | |
| 58 | Action Plan-\$6,500 | | | | | | | | |
| 59 | Incentive Policy-\$4,500 | | | | | | | | |
| 60 | Prop. Enh. Policy-\$4,500 | | | | | | | | |
| 61 | Training | | | | | | | | |
| 62 | | | | | | | | | |
| 63 | | | | | | | | | |
| 64 | | | | | | | | | |
| 65 | | | | | | | | | |

| Benchmark Matrix: 2021-04-15 | | Pop. | Type A EDC's | | | Type B EDC's | | | MDD's | | |
|------------------------------|--------------------------------|-------|--------------|-------|-------|--------------|-------|-----------|---------|-------|-------|
| Organization | | | Revenue | Staff | Notes | Revenue | Staff | Notes | Revenue | Staff | Notes |
| 1 | City of Atlanta-EDC-A | 5,495 | \$412,000 | 0 | CM | | | | | | |
| 2 | City of Breckenridge-EDC | 5,457 | | 1 | | | | | | | |
| 3 | City of Brady-B | 5,355 | | | | \$187,000 | | | | | |
| 4 | City of Center-EDC-A | 5,250 | | 0 | ACM | | | | | | |
| 5 | City of Bowie-ED Coalition-A-B | 5,050 | \$525,000 | 1 | | \$500,000 | | | | | |
| 6 | City of Krum | 5,014 | | 0 | | | | | | | |
| 7 | City of Tulia-EDC | 4,690 | | | | | | CM | | | |
| 8 | City of Mineola-ED | 4,685 | | | | | 1 | | | | |
| 9 | Town of Hickory Creek-EDC-B | 4,574 | | | | \$400,000 | | | | | |
| 10 | City of Jacksboro-EDC-B | 4,379 | | | | \$285,000 | 1 | | | | |
| 11 | City of Coleman Com Coalition | 4,373 | | .5 | | | .5 | | | | |
| 12 | City of Pilot Point-EDC | 4,365 | | | | | 2 | Dir/Coord | | | |
| 13 | City of Groesbeck-EDC | 4,288 | | | | | 1 | | | | |
| 14 | City of Comanche-EDC | 4,178 | | 1 | | | | | | | |
| 15 | City of Alvarado-B | 4,156 | | | | \$250,000 | 1 | | | | |
| 16 | City of Whitesboro-EIDC | 3,998 | \$96,000 | 1 | | \$192,000 | | | | | |
| 17 | City of Van Alstyne-CDC-EDC-B | 3,906 | \$220,000 | .5 | | \$209,000 | .5 | | | | |
| 18 | City of Ovilla-EDC-B | 3,903 | | | | \$64,000 | | | | | |
| 19 | City of Friona-EDC | 3,865 | | | | | | | | | |
| 20 | City of Justin | 3,859 | | .5 | | | | | | | |
| 21 | City of Eastland-EDC | 3,853 | | 1 | | | | | | | |
| 22 | City of Clyde | 3,817 | | | | | | | | | |
| 23 | City of Canton-EDC | 3,805 | | | | | | | | | |
| 24 | City of Cisco-DC-A-B | 3,778 | \$270,000 | 1 | | 270,000 | | | | | |
| 25 | City of Ballinger | 3,659 | | | | | | | | | |
| 26 | City of Wills Point-EDC-A | 3,577 | \$235,000 | | | | | | | | |
| 27 | City of Dublin-EDC-B | 3,554 | | | | \$103,000 | | | | | |
| 28 | City of Farmersville-A-B | 3,496 | \$200,000 | 0 | CM | \$229,000 | | | | | |
| 29 | City of Spearman-EDC | 3,367 | | | | | | | | | |
| 30 | City of Winnsboro-EDC | 3,360 | | | | | | | | | |
| 31 | City of Haskell-DC-A | 3,195 | \$118,000 | | | | | | | | |
| 32 | City of Clarksville-EDC | 3,145 | | | | | | | | | |
| 33 | City of San Saba | 3,128 | | 1 | | | | | | | |