



**CITY OF FARMERSVILLE
FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES
September 16th, 2021, 6:30 P.M.
COUNCIL CHAMBERS, CITY HALL
205 S. Main Street
Farmersville, TX 75442**

I. PRELIMINARY MATTERS

Matt Crowder opened the meeting at 6:30 p.m. on September 16th, 2021, in the City Hall Council Chambers with the following board members present: Matt Crowder, Elise Bobitt, Randy Rice and Robbie Tedford. Absent Jeff Sydney. City staff present, City Finance Daphne Hamlin, Councilman Terry Williams, and Mr. Greg Last.

Chairman Crowder updated board on attending City Council Meeting regarding Farmersville Economic Development Corop. Farmersville Economic Development Corp 4A Boards Proposed Budget 2021-2022 passed unanimously. Mayor thanked the board for the hard work

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

- No one came forward to speak.

III. CONSENT AGENDA

A. CONSIDER, DISCUSS AND ACT UPON MEETING MINUTES FOR JULY 15, 2021, AND AUGUST 19, 2021

- Motion to approve meeting minutes as written made by Randy Rice
- Second by Elise Bobitt
- Motion passed unanimously.

B. CONSIDER, DISCUSS AND ACT UPON FINANCIAL REPORT AUGUST 2021

- Motion to approve the financial report with correction on addition formula made by Robbie Tedford.
- Second by Elise Bobitt
- Motion passed unanimously

IV. REGULAR AGENDA

A. RECEIVE TRAINING FROM GREG LAST – EDP BUSINESS RETENTION AND EXPANSION

- Mr. Last with EDP gave a presentation on Business Retention and Expansion. (Attachment "A") is a copy of the presentation.
- Mr. Last discussed ways to help existing businesses. Some are elaborate. All the different kind of business and how to help. Emphasis on your website
- Why is Business Retention important?
 - Keep from relocating
 - Help businesses survive economic difficulties
 - Could assist with expansion
 - Increase competitiveness – give them marketing exposure
- Business Cycle was discussed, Business Opening, Awareness, Marketing/Promotion, challenges, and expansion.
- New Business guide on website. Who's does the inspection, utilities, health department, state registration, etc.
- Mr. Last stated EDC needs a presence on the website for Business Retention and Expansion. As you refine the website be sure and add this.
- Mr. Last stated review City of Keller website they have the best new business guide. Could use for an example on how to develop one.
- Chairman Crowder discussed improving the website and updating the community profile
- Mr. Last stated community profile is kind of a marketing tool.
- Mr. Last stated help with news release for new businesses opening. Let the media know that a business is opening.
- Texas Workforce Commission have a ton of resources. Maybe have them come out and talk to you.
- How do you increase awareness of the business you have? Need business list on website. Help get business some exposure around the community.
- Collect business information add to database or spreadsheet and add to your website.
- More complex is to create a database of all the business in the community. Separate by category. (Jewelry, financial) search by business by category on website.
- Establish relationships with business owner. Establish a business visitation program.
- Chairman Crowder stated a lot of good information. Some I have not thought of. Need to work on relationships. Take care of the business's we already have.
- Elise Bobitt what do we need to do to move forward.

- Chairman Crowder said we will have time to think about this and bring it back next month.
- Elise Bobitt state why not a project plan

B. CONSIDER, DISCUSS AND ACT UPON CHANGING MEETING TIME

- Elise Bobitt motioned to move meeting time to 6:00 p.m.
- Second by Randy Rice
- Motion passed unanimously

V. REQUESTS TO BE PLACED ON FUTURE AGENDAS

Discuss BRE – Develop Action Plan

Water tower information

VI. ADJOURNMENT

The meeting was adjourned at 8:21 p.m.

ATTEST:



Randy Rice, Secretary

APPROVE:



Matt Crowder, Chairman