

## CITY OF FARMERSVILLE FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION FEBRUARY 17TH, 2022, 6:00 P.M. COUNCIL CHAMBERS, CITY HALL 205 S. Main Street 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."

## 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.

## III. 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 Board members may request prior to a motion and vote on the Consent Agenda that one or more items be withdrawn from the Consent Agenda and considered individually.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the items requested to be removed, the Farmersville Economic Development Board will consider and act on each item so withdrawn individually

- A. Meeting Minutes for January 20th, 2022
- B. EDC Financial Report January 2022.

## IV. REGULAR AGENDA

- A. Consider, discuss, and act upon the Community Profile proposal from Mr. Greg Last.
- B. Consider, discuss, and act upon website visit with City Council to determine next step for community profile update.
- C. Consider, discuss, and act upon Website Enhancement Service agreement proposal from Mr. Greg Last.
- D. Update on results of Business Retention Program
- E. Consider, discuss, and act upon items for payment

## V. REQUESTS TO BE PLACED ON FUTURE AGENDAS

## VI. ADJOURNEMNT

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 February 14th, 2022, by 5:00 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.

Dapříhe Hamlin 4A EDC Liaison

Agenda Section	Consent Agenda
Section Number	A. Meeting Minutes for January 20th, 2022
Subject	Meeting Minutes
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	February 17th, 2022
Attachment(s)	
Related Link(s)	
Consideration and Discussion	Approve or Deny
Action	<ul> <li>Motion/second/vote</li> <li>□ Approve</li> <li>□ Approve with Updates</li> <li>□ Disapprove</li> <li>• Motion/second/vote to continue to a later date.</li> <li>□ Approve</li> <li>□ Disapprove</li> <li>• Move item to another agenda.</li> <li>• No motion, no action</li> </ul>



## CITY OF FARMERSVILLE FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES JANUARY 20TH, 2022, 6:00 P.M. COUNCIL CHAMBERS, CITY HALL 205 S. Main Street Farmersville, TX 75442 WATCH THE LIVE BROADCAST

## I. PRELIMINARY MATTERS

Matt Crowder opened the meeting at 6:00 p.m. on January 20, 2022, in the City Hall Council Chambers with the following board members present: Matt Crowder, Rand Rice, Robbie Tedford, and Jeff Sydney. Absent Elise Bobbitt. City staff present, City Finance Daphne Hamlin, City Manager Ben White. Councilman Terry Williams. Guest recognized Kristen Crowdus

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

Ms. Crowdus discussed public transportation in town. Asked about Dart in Farmersville. Dart rail is going thru Wylie and Lavon. Asked EDC board if we see this happening. Matt Crowder stated it could be in the comprehensive plan. Ms. Crowdus
stated it would be a benefit to have Dart. Ms. Crowdus asked if TAPS program coming back to Farmersville.

## III. CONSENT AGENDA

## A. <u>CONSIDER, DISCUSS AND ACT UPON MEETING MINUTES FOR DECEMBER</u> 16<sup>th</sup> 2021

- Motion to approve meeting minutes as written made by Randy Rice
- Second by Jeff Sydney
- o Motion passed unanimously.

## B. CONSIDER, DISCUSS AND ACT UPON FINANCIAL REPORT NOVEMBER AND DECEMBER 2021

- Motion to approve the financial report as submitted by Robbie Tedford.
- Second by Jeff Sydney
- o Motion passed unanimously



## IV. REGULAR AGENDA

## **UPDATE ON RESULST OF BUSINESS RETENTION PROGRAM**

Mr. Crowder stated that he was going to visit Champion Container and Wylie Drilling. Will coordinate with Councilman Williams to visit these companies.

Mr. Tedford stated while there ask what they are needing. Provide information to Mr. Last and ask Mr. Last how can we help these companies. Find out from these companies within reason what the EDC Board can do to enhance their business. If they are in the market to expand, what can we do to help with that.

Mr. Crowder stated he went to an incentive meeting today in Greenville. They brought a group of businesses and discussed on how the grid work. Meeting was ran by Greenville EDC. Tomorrow there is a job fair and Greenville EDC was the coordinator.

## CONSIDER, DISCUSS, AND ACT UPON WEBSITE VISIT WITH CITY COUNCIL TO DETERMINE NEXT STEP FOR COMMUNITY PROFILE UDPATE

Mr. Crowder asked Councilman Williams what the outcome is. Mr. White stated he is open to assist anyway needed.

Mr. Crowder stated does not feel we should have our own website at this time.

Mr. Rice stated he has mixed emotions. More inclined to have our own website with a link on the Cities website.

Mr. Sydney stated we already have a website. Looking at the expense side it would benefit EDC by staying on the Cities website.

Mr. Rice stated I can see where we start off with the city and at some point, break off.

Mr. Tedford stated depends on the objectives of the Cities. But if we can work with the city to link to our information. Depends on what the city has plans on maintain or keeping it up.

Mr. White stated it's complicated we do not mind making the updates if the board provides the content. There are only a few people in our organization that can access the website. It can flow through the city.

Mr. Crowder stated if anything we want the community profile. Just update the community profile.

Mr. Tedford stated that is what I'm interested in. If the money we spend on updating it gets incorporated into the website. Don't want to put burden on City but do not want to do it and it doesn't get done.

Mr. White stated that larger cities do have their own EDC website

Mr. Rice stated since we are a separate corporation. Would we get the blessings to use the City Logo?



Mr. White stated it is a registered trademark of the city. City has been very open to letting entities use logo

Mr. Tedford asked if we move forward with documents to upload to the website will it get done?

Mr. White stated that the City Secretary and Paula are able to access the city website.

Mr. Tedford thinks we should have Mr. Last provide documents and have city update website.

Mr. Crowder stated we have it in our budget to update

Mr. Crowder will reach out to Mr. Last for quote on what we need on community profile

Mr., Tedford would ask Mr. Last what other information would be good for us to provide on website.

## DISCUSS TRAINING TIMING WITH MR. GREG LAST (BUSINESS INCENTIVES)

Mr. Tedford feels since we have been delayed a month. Feel we need to visit companies first before we ask for more training.

Mr. Crowder said he needs to get out and do some work. Any other discussion on training.

Mr. Rice asked are we going to invite other entities to this training

Mr. Crowder stated that we want to hold training and a really good way to offer the training to council members, CDC, P&Z, TIRZ and just put it out there to see if any interest.

## **REQUESTS TO BE PLACED ON FUTURE AGENDAS**

Update from Greg Last on community profile Meeting with local businesses update

ADJOURNEMNT: 6:36 p.m.

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ATTEST:	APPROVE:
	Q.
	N N
Randy Rice, Secretary	Matt Crowder, Chairman

Agenda Section	Consent Agenda
Section Number	B. EDC Financial Report January 2022
Subject	Financial Report
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	February 17th, 2022
Attachment(s)	
Related Link(s)	
Consideration and Discussion	Approve or Deny
Action	<ul> <li>Motion/second/vote  ☐ Approve ☐ Approve with Updates ☐ Disapprove</li> <li>Motion/second/vote to continue to a later date. ☐ Approve ☐ Disapprove</li> <li>Move item to another agenda. ☐ No motion, no action</li> </ul>

# Farmersville Economic Development Corp 4A January 2022 Financial Budget Report

## Farmersville Economic Development Corp 4A January 2022

## Statement Balance 1-01-2022

\$253,716.99

Deposits:

Sales Tax: Cking Int .30%

Loan repayment

Transfer to now account Ending Balance:

\$32,479.37

\$69.84

\$2,622.04

\$288,888.24

## **Outstanding Transactions**

Sales Tax

**Transfer to Texpool** 

**CD Interest** 

**Oustanding checks** 

Balance 2-14-2022

\$288,888.24

Farmersville Economic Development Corporation Cummulative Income Statement For the 12 Months Ended, September 30, 2022

Beginning Bank Balance Deposits Sales Tax Collections Interest Income cking (7909)	Budget	Octobor	TA Secretary Control		Constitution of the	144 A C C C C C C C C C C C C C C C C C C	Cathery				2000			
Beginning Bank Balance Deposits Sales Tax Collections Interest Income cking (7909)		CCIODEI	November	December	January	February	March	April	May	June	July	August	September	Ę
Deposits Sales Tax Collections Interest Income cking (7909)		\$159,643.94	\$187,742.02	\$221,600.51	\$253,716.99	1								
Sales Tax Collections Interest Income cking (7909)														
Interest Income cking (7909)	\$304,800.00	\$25,431,45	\$33,746,85	\$30,193.53	\$32,479.37									\$121.851.20
Donor mont	\$5,200.00	\$44.59	\$47.91	\$60.91	\$69.84									\$223.25
Loan Repayment	\$7,866.00	\$2,622.04	\$2,622.04	\$2,622.04	\$2,622.04									\$10,488.16
Transfer to now account														
Transfer to Texpool														
Prior year expenses			\$(2,357.06)	\$(760.00)										
Now Account Interest (8452)	i	\$975.16	\$472.09	\$487.95	\$488.08									\$2,423,28
Texpool Interest		\$2.12	\$2.29	\$2.38	\$2.35									\$9.14
Total Revenue	\$317,866.00	\$ 188,719.30	\$ 222,276.14	\$ 253,716.99	\$ 288,888.24 \$	\$				\$ . \$				\$ 134,995.03
Expenses:														1
Administration Expenses														
Administration	\$1,000.00													sh
Meeting Expenses	\$1,000.00		\$201.25											\$201.25
Dues/School/Travel	\$5,200.00													ф
EDC Position	\$40,000.00													
TEX 21	\$2,500.00													sh.
Office Supplies	\$200,00													ds
Legal Service	\$2,500,00													e)
Total Administration	\$52,400.00													ф
Marketing/promotion Expenses	rses													υh
Marketing/Promotion														
Expenses/Advertising	\$8,000,00													<del></del>
Website update	\$7,500,00													ψ
Rotary Sponsorship	\$500.00													ò
Chamber Sponsorship	\$1,000,00													€9
Small Business														
Entrepreneurship Conf	\$200,00													s,
Collin College Sponsorship	\$3,500.00													ò
Total Expenditures	\$73,400.00	ů,	\$201.25	۵			s.		٨	۵		J.	J.	\$201.25
Directive Business Incentives	VOD III													ú
Edc Action Plan	\$30,000.00													ф
Collin College Road	\$244,000.00													∳
raçade Grant Program	\$40,000.00													s)
Total Development Cost	9314,000.00													o.
Fotal Expenditures	\$387,400.00	À	\$201.25											\$201.25
Revenue vs Expenditures	(\$69,534)													
From Reserves	\$69,534.00													
Total Expenditures		4	\$201.25											\$201.25
Ending Bank Balance		\$188,719.30	\$222,074.89	\$253,716.99	\$288,888.24									
Now Account		\$1,914,598.89	\$1,915,070.98	\$1,915,558.93	\$1,916,047.01									
Texpool Balance		\$72,420.70	\$72,422.99	_	\$72,427.72									
Total Available Funds		\$2,175,738,89	\$2,209,568.86	\$2,241,701.29	\$2,277,362.97	Š	å	÷	ů	Å	J,	J.	÷	

Agenda Section	Regular Agenda
Section Number	A. Consider, discuss and act upon the Community Profile proposal from Mr. Greg Last.
Subject	Community Profile Proposal
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	February 17th, 2022
Attachment(s)	Community Profile Proposal
Related Link(s)	
Consideration and Discussion	Approve or Deny
Action	<ul> <li>Motion/second/vote  Approve  Approve with Updates  Disapprove</li> <li>Motion/second/vote to continue to a later date.  Approve  Disapprove</li> <li>Move item to another agenda.</li> <li>No motion, no action</li> </ul>

Date: January 31, 2022

To: Mr. Matt Crowder, Chairman

Farmersville Economic Development Corporation

205 S. Main, Farmersville Texas 75442

c/o: Mr. Ben White, City Manager City of Farmersville, Texas

Re: Development of a Local & Regional Profile and Excel Data Summary

I appreciate the opportunity to assist you with the Services defined herein. This Service Agreement (Agreement) shall be between EDP Best Practices, LLC (Consultant) and the Farmersville Economic Development Corporation (FEDC). Consultant and FEDC are sometimes hereinafter referred to collectively as the "Parties" or individually as a "Party." In general the Services (Services) shall be the development of a Local & Regional Profile (Profile) and Excel Data Summary (EDS) for the FEDC.

- 1. <u>Base Services</u>: The following Base Services shall be performed by the Consultant in cooperation with the Coordinator from the FEDC as defined below.
  - 1.1. Discovery: Work with the Coordinator to identify and collect the following.
    - A. <u>Profile Content Outline</u>: Provide a recommended outline and discuss the purpose and intent of the desired content with the Coordinator.
    - B. <u>Content Discussion</u>: Have a discussion with the Coordinator clarifying the proposed content for the Profile, availability, and determine who shall pursue desired content.
    - C. Graphics: Identify available graphics for representing the content of the Profile.
    - D. <u>Excel Data Summary (EDS)</u>: Discuss the need for various data in the Profile and determine responsibilities for gathering the data.
  - 1.2. Development: Develop the Deliverables with the following characteristics and process.
    - A. Research: Research and identify content that is currently not available from FEDC.
    - B. <u>Draft Document</u>: Prepare draft Profile documents for review by the Coordinator using Microsoft Publisher software. Utilize red text highlights regarding missing information or Consultant's notes. Incorporate revisions desired by the Coordinator.
    - C. <u>Excel Data Summary</u>: Combine all desired and available data into the EDS and format consistently.
    - D. Meetings: The Consultant shall meet with the Coordinator as follows:
      - i. <u>Remote Discussions</u>: Meetings or discussions with Staff shall be conducted remotely via phone or Internet whenever needed.
      - ii. On-Site Meeting: Consultant is glad to meet with the Coordinator or their team at their location as an Additional Service defined later.
  - 1.3. Deliverables: Consultant shall provide the following as final Deliverables:
    - A. <u>Local & Regional Profile</u>: An original document (Publisher software) including all available local and regional data to represent the community in the region and to respond to specific questions asked or information requested. (See Service Profile attached for additional information)



2),	

- B. <u>Excel Data Summary</u>: An original document (Excel software) to be used for collecting and maintaining data used in the Profile and other uses (website, marketing, etc.). (See Service Profile attached for additional information)
- 1.4. <u>Continued Consultation</u>: Consultant shall be available at no charge for brief questions and consultation related to the Profile and Data Summary for a period of thirty (30) days from delivery of the Profile. Beyond that point consultation shall be considered Additional Services at the hourly rate defined later.
- 2. FEDC to Provide: The FEDC shall provide the following.
  - 2.1. <u>Project Coordinator (Coordinator)</u>: Provide a staff liaison to work with Consultant to provide insights as to the desires of the FEDC and facilitate communication.
  - 2.2. <u>Acquisition of Software</u>: FEDC shall be solely responsible for obtaining and installing the appropriate Microsoft Publisher and Excel software as desired on the applicable computers.
  - 2.3. <u>Discovery</u>: The information noted above, in particular the information noted in the Outline and EDS. Local knowledge is critical to the breadth and depth of information that can be accumulated. Client needs to understand that there is a significant time commitment involved to help identify and accumulate data.
  - 2.4. <u>Development</u>: Assistance in the development and review of the Profile and EDS, including timely feedback when requested.
  - 2.5. Meetings: Coordination of any desired meetings.
  - 2.6. Presentations / Memos: Any briefing memos and / or PPT presentations to the FEDC or Council.
  - 2.7. Printing: Any printing, binding, or distribution of documents.
- 3. Confidentiality: Both parties agree to the following confidentialities.
  - 3.1. <u>Content</u>: The Consultant agrees to keep confidential any information related to the project that is deemed confidential by the FEDC and communicated to the Consultant in writing.
  - 3.2. <u>Marketing Permission</u>: FEDC agrees to allow Consultant to reference the FEDC as a client and to allow Consultant to use a high-level explanation of Services provided.
  - 3.3. <u>Payment Disclosure</u>: FEDC agrees not to disclose the amount of payment included in the Agreement unless required by law.
- 4. <u>Documents</u>: All documents and files (Profile / Data Summary) generated as a result of the Services shall be the sole property of the FEDC to use as needed. However, the FEDC agrees not to release an editable / original version of the Profile, Content Outline or Data Summary except as required by law.
- 5. <u>Payment</u>: The fee for the Base Services shall be as noted below. Payments shall be within 30 days of receipt of an invoice from Consultant.
  - 5.1. <u>Base Services</u>: The fee for these Base Services (excluding meetings) shall be seven thousand five hundred dollars (\$7,500) billed monthly as a percentage of completion.
    - A. Excel Data Summary: \$3,000
    - B. Local & Regional Profile: \$4,500



- 5.2. <u>Additional Services</u>: Any work not defined in the Base Services above is not included in this Agreement. The FEDC and the Consultant may negotiate Additional Services if desirable to both parties. Any request for Additional Services must be authorized in writing by the Coordinator prior to the Consultant performing said services. The rate for Additional Services shall be one-hundred twenty dollars (\$120) per hour, billed monthly in quarter-hour increments. Though not exclusively, this would include the following:
  - A. Consultation: Additional Consultation beyond the provisions of Section 1.4.
  - B. <u>Meetings</u>: Any on-site meetings inclusive of preparation and meeting times. Travel time shall be billed at 50% of the Hourly Rate.
  - C. Reimbursables: Out-of-pocket expenses (e.g. copies, lunch meetings) shall be billed at cost.
  - D. <u>Publisher Training</u>: If requested the Consultant can provide basic training in the use of Publisher and in particular how to update the final document. This can be done on-site or remotely. Fees would be the hourly rates for meetings and drive time as noted above.
- 5.3. <u>Updates</u>: Original documents are provided to allow updates by FEDC. Updates should be made on a master document on an ongoing basis to ensure accurate data whenever needed. Should FEDC desire to have the Consultant make updates periodically as needed, these would be made at the Hourly Rate noted above.
- 6. <u>Cancellation of Agreement</u>: Either Party may cancel this Agreement upon ten (10) calendar days notice in writing to the other Party. Should the FEDC elect not to continue with this Agreement at any point, the Consultant shall be paid for services rendered to that point in time.
- 7. Approval of this Agreement represented by:

Consultant: EDP Best Practices, LLC	<b>FEDC</b> : Farmersville Economic Development Corporation
Signed: Jea Zan	Signed:
Name: Greg Last	Name: Matt Crowder
Title: Chief Executive Officer	Title: Chairman
Date: January 31, 2022	Date:
PH: (817) 992-6156	PH:
EM: glast@EDPBestPractices.com	EM:
Address: 4609 Shadycreek Lane	Address: 205 S. Main
Colleyville, TX 76034	Farmersville Texas 75442

<u>Attached (for informational purposes only)</u>: One-page Service Profiles for *Local & Regional Profile* and *Excel Data Summary* 

For Greg Last Bio or additional information see www.EDPBestPractices.com.



## **Local & Regional Profile**

Prepare a comprehensive summary of all aspects of working and living in your region with stats and graphics. Information can also be used for website and RFP response.

#### **Problem Identification**

- There is no single source of information needed to market your region, updates made in multiple documents
- You cannot keep your website and RFP Template current

#### Comment

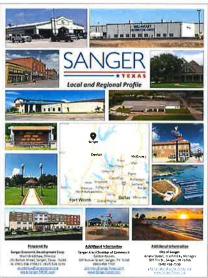
 The information generated can / should be used to enhance the EDO website and to generate professional RFP responses

#### **Service Goals**

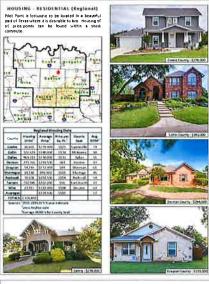
- Identify information to be included (e.g. population, income, education, fire-police services, parks & recreation, water, sewer, entertainment, hospitality, healthcare, major employers, housing, highways, airports, rail, intermodal, ports, taxes, workforce, local and state incentives, contacts)
- Prepare pages each dedicated to a single major aspect and including data tables and necessary graphics

#### **Deliverables**

- A Publisher document that allows staff to keep information and data updated in a single document having multiple uses
- Requires the Excel Data Summary which includes data sheets that can be posted and maintained on your website



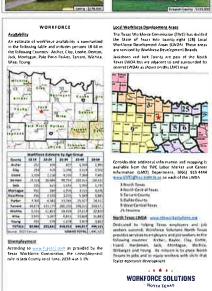






Amport operations 24 / 7 / 365 Calegory IV Airport (FAR Part 139)







**Local & Regional Profile** 

(817) 992-6156

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Agenda Section	Regular Agenda
Section Number	B. Consider, discuss, and act upon website visit with City Council to determine next step for community profile update
Subject	<u>Website</u>
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	February 17th, 2022
Attachment(s)	
Related Link(s)	
Consideration and Discussion	Approve or Deny
Action	<ul> <li>Motion/second/vote</li> <li>Approve</li> <li>Approve with Updates</li> <li>Disapprove</li> <li>Motion/second/vote to continue to a later date.</li> <li>Approve</li> <li>Disapprove</li> <li>Move item to another agenda.</li> <li>No motion, no action</li> </ul>

Agenda Section	Regular Agenda
Section Number	C. Consider, discuss and act upon the Website Enhancement Service Agreement proposal from Mr. Greg Last.
Subject	Website Enhancement Service Agreement
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	February 17th, 2022
Attachment(s)	Website Enhancement Service Agreement
Related Link(s)	
Consideration and Discussion	Approve or Deny
Action	<ul> <li>Motion/second/vote</li> <li>Approve</li> <li>Approve with Updates</li> <li>Disapprove</li> <li>Motion/second/vote to continue to a later date.</li> <li>Approve</li> <li>Disapprove</li> <li>Move item to another agenda.</li> <li>No motion, no action</li> </ul>

Date; January 31, 2022

To: Mr. Matt Crowder, Chairman

Farmersville Economic Development Corporation

205 S. Main, Farmersville Texas 75442

c/o: Mr. Ben White, City Manager City of Farmersville, Texas

Re: Professional Services Agreement: Website Enhancement Recommendations

I appreciate the opportunity to assist you with the Services defined herein. This Service Agreement (Agreement) shall be between EDP Best Practices, LLC (Consultant) and the Farmersville Economic Development Corporation (FEDC). Consultant and FEDC are sometimes hereinafter referred to collectively as the "parties" or individually as a "party." In general the Services (Services) shall be recommendations for structural organization and content enhancements to the FEDC website.

1. <u>Services</u>: The following Services shall be performed by the Consultant in cooperation with the Coordinator from the FEDC as defined below.

## 1.1. <u>Discovery</u>:

- A. Questionnaire: Develop a questionnaire adequate to determine the following.
  - Content Availability: Determine availability of desired / typical EDO website content.
  - ii. <u>Frequent Requests</u>: Include an opportunity for the Client to identify information that is frequently requested from website users.
  - iii. <u>Desired Content</u>: Include an opportunity for the Client to identify desired website content above and beyond the Content Questionnaire items.
- B. Background Information: Collect all background information identified in the prior items.

#### 1.2. Development:

- A. <u>Outline Development</u>: Develop a comprehensive structural outline of all content (existing and future) recommended to enhance the breadth, depth and navigation of the website.
  - i. <u>Parent Outline</u>: If deemed necessary, provide a brief recommendation regarding the structural outline of the parent organization (City) if the FEDC website content is embedded within a larger website platform.
- B. <u>Graphic Recommendations</u>: Consultant may make recommendations regarding the extent or emphasis of content over graphics. Final graphic decisions will be the responsibility of the Client working with their website provider.
- C. <u>Mock Page Development</u>: Consultant shall develop mock pages for primary pages and second tier pages that may not be obvious as to their content or structure. These pages shall adequately represent the organization of the desire content on the page, sufficient for the Client's website provider to populate the pages with content.
- D. <u>Recommendations Report</u>: Develop a comprehensive Recommendations Report including a recommended content structural outline, all recommendations, and the mock pages.
- 1.3. Deliverables: Consultant shall provide the following.
  - A. Recommendations Report: A pdf document including the information noted above.



- 2. **Excluded Services**: The Consultant is not a website designer, programmer, provider or host. The following items, though not exclusively, are not included in the Services.
  - 2.1. <u>Graphic Design</u>: Any graphic design beyond a basic representation of content as used in the mock page layouts.
  - 2.2. <u>Population of Content</u>: The generation of content beyond that provided in the Recommendations Report, and the placement of any content on the actual website. (e.g. I set up how a map should be found on the website, but I don't develop the map.)
  - 2.3. <u>Troubleshooting Website Functionality</u>: Any troubleshooting of the functionality of the website as it pertains to implementing changes to the website.
- 3. FEDC to Provide: The FEDC shall provide the following.
  - 3.1. <u>Project Coordinator (Coordinator)</u>: Provide a staff liaison to work with Consultant to provide insights as to the desires of the FEDC and facilitate communication.
  - 3.2. <u>Discovery</u>: The information noted above, in particular the background info.
  - 3.3. <u>Development</u>: Assistance in the development and review of the recommendations, including coordination with any other FEDC representatives.
  - 3.4. Meetings: Coordination of any desired meetings.
  - 3.5. Presentations / Memos: Any briefing memos and / or PPT presentations to the FEDC.
  - 3.6. Printing: FEDC to handle printing, binding, or distribution of any documents.
- 4. Confidentiality: Both parties agree to the following confidentialities.
  - 4.1. <u>Content</u>: The Consultant agrees to keep confidential any information related to the project that is deemed confidential by the FEDC and communicated to the Consultant in writing.
  - 4.2. <u>Marketing Permission</u>: FEDC agrees to allow Consultant to reference the FEDC as a client and to allow Consultant to use a high-level explanation of Services provided.
  - 4.3. <u>Payment Disclosure</u>: FEDC agrees not to disclose the amount of payment included in the Agreement unless required by law.
- 5. <u>Documents</u>: All documents generated as a result of the Services shall be the property of the FEDC to use as needed (marketing, websites, etc.). However, the FEDC agrees not to release an editable / original version of any of the documents except as required by law.
  - 5.1. <u>Proprietary Forms</u>: Original forms generated by the Consultant are proprietary to Consultant and will not be provided to the FEDC for their continued use.
- 6. **Payment**: The fee for the Base Services and Board Meetings shall be as noted below. Payments shall be within 30 days of receipt of an invoice from Consultant.
  - 6.1. <u>Base Services (fixed fee)</u>: The fee for these Services shall be three thousand dollars (\$3,000) billed monthly as a percentage of completion for each phase. Should the FEDC elect not to continue with the project at any point, the Consultant shall be paid for services rendered to that point in time.

A. <u>Discovery</u>: \$700

B. Development: \$2,000

C. Deliverables: \$300



- 6.2. <u>Board Meetings (variable fee)</u>: Meetings with the Board, if desired, whether in person or virtual, shall be at an hourly rate of one hundred twenty dollars (\$120) per hour inclusive of set-up and meeting times. Driving time shall be billed at 50% of the hourly rate.
- 6.3. <u>Reimbursables</u>: The FEDC shall reimburse the Consultant for any out-of-pocket costs (e.g. copies, lunch meetings) which must be approved prior to expenditures.
- 6.4. <u>Additional Services</u>: Any work not defined in the Services above is not included in this Agreement. The FEDC and the Consultant may negotiate Additional Services if desirable to both parties. Any request for Additional Services must be authorized in writing by the Coordinator prior to the Consultant performing said services.
- 7. Approval of this Agreement represented by:

Consultant: EDP Best Practices, LLC	<u>FEDC</u> : Farmersville Economic Development Corporation
Signed: The Lord	Signed:
Name: Greg Last	Name: Matt Crowder
Title: Chief Executive Officer	Title: Chairman
Date: January 31, 2022	Date:
PH: (817) 992-6156	PH:
EM: glast@EDPBestPractices.com	EM:
Address: 4609 Shadycreek Lane	Address: 205 S. Main
Colleyville, TX 76034	Farmersville Texas 75442

Attached (for informational purposes only): One-page Service Profile for Website Enhancements

For Greg Last Bio or additional information see www.EDPBestPractices.com.



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# **EDO Website Enhancements**

Provide a thorough review and comprehensive recommendations for the development, updating, or renovation of the EDO website.

## **Problem Identification**

- The EDO website is significantly outdated or inadequate as to organizational structure and / or content
- The website is ineffective as a 24-7-365 marketing tool
- Users express frustration with the current website

### **Service Goals**

Services are almost always unique to the client, based on their current situation, capabilities, budget, competition, staff resources, etc.

- Emphasis is more on organizational structure and content than "flash" and graphic design
- · Emphasis on targeted users more than internal users

### **Review and Recommendations**

Provide a comprehensive review of the existing EDO website and prepare recommendations based on best practices for EDO websites. The recommendations would be comprehensive and include the following:

- Organization: Develop an structural outline including desired content for the enhanced website. Understand the hierarchy of need, and the associated nature of desired content.
   Provide a minimum number of navigation buttons while increasing the information to be accessed.
- <u>Content Development</u>: Assist in the identification and development of content desired for the website. This does not mean the development of all items referenced on the site.



## Review and Recommendations (cont.)

- <u>Graphic Representation</u>: I am not a graphic expert and I do not offer graphic design or website layout as a service. I do believe that there are definitely graphic "distractions" and "irritants" on many EDO websites.
- Recommendations Summary: I will prepare a written
  document that uses current EDO images / graphics to develop
  representative layouts of primary pages. This will include
  content on the pages, but DOES NOT include development of
  all linked content. The pages will be adequate to provide your
  website manager who can then incorporate them on your
  website.







**EDO Website Enhancements** 

(817) 992-6156

Agenda Section	Regular Agenda
Section Number	D. Update on results of Business Retention Program
Subject	Business Retention Program
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	February 17th, 2022
Attachment(s)	
Related Link(s)	
Consideration and Discussion	No action
Action	<ul> <li>Motion/second/vote</li> <li>□ Approve</li> <li>□ Approve with Updates</li> <li>□ Disapprove</li> <li>• Motion/second/vote to continue to a later date.</li> <li>□ Approve</li> <li>□ Disapprove</li> <li>• Move item to another agenda.</li> <li>• No motion, no action</li> </ul>

Agenda Section	Regular Agenda
Section Number	E. Consider, discuss and act upon items for payment
Subject	Items for payment
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	February 17th, 2022
Attachment(s)	Invoice Collin College
Related Link(s)	
Consideration and Discussion	Approve or Deny
Action	<ul> <li>Motion/second/vote</li> <li>□ Approve</li> <li>□ Approve with Updates</li> <li>□ Disapprove</li> <li>• Motion/second/vote to continue to a later date.</li> <li>□ Approve</li> <li>□ Disapprove</li> <li>• Move item to another agenda.</li> <li>• No motion, no action</li> </ul>



# Invoice

Farmersville Economic Development Corporation Attn: Daphne Hamlin 205 S Main Street Farmersville, TX 75442 February 7, 2022

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Pledge Amount: \$3,500

Pledge Designation: Custom partnership for 2022 Stetson & Stiletto Standoff

Payments received to date: \$0

Pledge Balance: \$3,500

# **PAYMENT DETAILS**

Amount due. \$3,500	Date due. 03/7/2022
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# FORM OF PAYMENT

□ Check
Please make check payable to Collin College Foundation and mail to
3452 Spur 399, Suite 429, McKinney, TX 75069

☐ Cash

☐ Credit or Debit Card

To pay via credit or debit card, please visit www.collin.edu/foundation/give

All Contributions are tax deductible as allowed by law. Collin College Foundation's Tax ID number is 75-2235755.

Thank you for supporting the students of Collin College!

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