



**CITY OF FARMERSVILLE  
FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES  
February 17, 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 February 17, 2022, in the City Hall Council Chambers with the following board members present: Matt Crowder, Robbie Tedford, Elise Bobitt and Jeff Sydney. Absent Randy Rice. City staff present, City Finance Daphne Hamlin. Councilman Terry Williams.

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

Mr. Crowder announced meeting training session every board member should attend one of the 2 options. First training session will be on February 23rd and 2<sup>nd</sup> training session will be held March 3, 2022 @6:00 in the Council Chamber. Please RSVP one of the dates.

**III. CONSENT AGENDA**

**A. CONSIDER, DISCUSS AND ACT UPON MEETING MINUTES FOR JANUARY 20<sup>TH</sup>, 2022**

- Motion to approve meeting minutes as written made by Robbie Tedford
- Second by Jeff Sydney
- Motion passed unanimously.

**B. CONSIDER, DISCUSS AND ACT UPON FINANCIAL REPORT JANUARY 2022**

- Motion to approve the financial report as submitted by Elise Bobitt.
- Second by Robbie Tedford
- Motion passed unanimously

**IV. REGULAR AGENDA**

**CONSIDER, DISCUSS AND ACT UPON THE COMMUNITY PROFILE PROPOSAL FROM MR. GREG LAST**



Mr. Crowder discussed revamping the community profile and excel data summary on page 2 that is where all the information is collected and compiled for the local and regional profile. That gives us an excel spreadsheet with several tabs and this is where the information is feed. Second base service is taking the data from the excel data summary and building regional profile. Will be working with Tabatha to add to website. Something it does not do and that is hyperlinks which is no different than what we have today.

Excel spreadsheet that Mr. Last would populate with information provided by a city liaison that will work with Mr. Last. Mr. Crowder stated he contacted Mr. White asking what resources are available from the city to support. The liaison we assign will have to collect data. The final product is you will have a community profile that is complete.

Ms. Bobitt asked if there is anything that is limiting us to go in and add hyperlinks.

Mr. Crowder stated we can always go back and add that functionality.

Mr. Tedford stated not clear on what it is establishing. Is this something we contract with Mr. Last or do we pull the trigger and tell him when to update or will it update automatically. If we are going to do this, this will be ongoing maintenance.

Mr. Crowder stated that is something we need to decide. We could contract with Mr. Last or contract with the City. Maintenance will be up to the city and us.

Mr. Tedford stated there is more than just changing names. As we hope to evolve and when the schools go from 4a to 5a and other industries come in. Six months later it could be outdated, and we need to add those changes to the profile.

Mr. Crowder stated the excel will tell us what questions that need to be answered in the local and regional profile from Mr. Last. We can pick and chose what we want on our profile. The process will be to receive data from Mr. Last, we will review and make any changes and load on the website. When we want to update, we could use Mr. Last to update or update ourselves

Ms. Bobitt asked does it pull information from the spreadsheet. Mr. Crowder stated it does not.

Mr. Tedford stated we could add this as a monthly agenda item to discuss if any changes are needed. Otherwise, it will be outdated.

Mr. Tedford stated keep it a line item on the agenda. Keep it in front of us and live. We stay current if we do it this way do not want it to die

Mr. Crowder once we get our profile, we can review every month.

Mr. Crowder stated we need a liaison that can work with the city the go between with Mr. Last and the City. Mr. Crowder asked if Councilman Williams would like to be the liaison. Mr. Crowder stated they will work together



- Motion to approve the proposal from Mr. Last to develop local and regional profile and excel data summary made by Ms. Bobitt
- Second by Robbie Tedford
- Motion passed unanimously.

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

Ms. Bobitt provided update City Council is open felt that we should have our own website. Have a link from the City's website. Ms. Bobitt stated Mr. White suggested speaking with Chamber of Commerce because they also have similar objectives.

Mr. Crowder stated he was at that meeting the discussion was around the city was offering space for the chamber to use. Providing Wi-Fi to chamber office and a new service provider.

Mr. White stated during the chamber meeting if there are issues, we can open it up and discuss issues.

Mr. Crowder stated the at the last meeting Mr. White commented on website having own website. Building community profile is the most important item.

Ms. Bobitt stated do we purchase our own domain then link into the city domain?

Mr. Crowder stated subpage like we have now.

Ms. Bobitt stated now we need to figure out the progression of how we want to do the development.

### **CONSIDER, DISCUSS AND ACT UPON WEBSITE ENHANCEMENT SERVICE AGREEMENT PROPOSAL FROM MR. GREG LAST**

Mr. Crowder stated were this came from we talked about what else should we have for website enhancements. Mr. Last is proposing a three-part plan. First is discovery coming up with ideas what should be on the website. Looking at other websites and see what is applicable to us. Second would be development going thru population of everything, graphics. The deliverables giving us a mockup of a website. Then all the things are in the background. This is an enhancement of the first proposal, Mr. Tedford stated we move on the first and see what we have then evolve into this proposal. Ms. Bobitt asked does it include images. Mr. Crowder stated there would be some basic images. Mr. Crowder stated we need to work on the community profile we are not ready for this step. We do not know the benefit we get out of this let's see what kind of traffic we will have. No action taken and place on a future agenda.

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

Mr. Crowder stated he contacted Wylie Drilling and Champion Container but no results. But what we did do this month was visit a new business and asked if there was anything that the



EDC could do to help promote business and the second visit the winery opening between Farmersville and Greenville. Owner of the winery contacted Mr. Crowder and asked him to attend the soft opening.

Mr. Tedford stated that this company is outside the city limits we must be careful that this is not outside of our scope of things to do.

Mr. Crowder asked should we pick other businesses to visit.

Mr. Tedford stated should try to keep contacting Wylie Drilling and Champion Container.

Ms. Bobitt stated if you have contacted them several times maybe we do not want to wear out our welcome.

Mr. Williams stated we have a new company that moved here from California we could visit.

Mr. Crowder stated it would be good to welcome them anyway.

Ms. Bobitt stated she would like to attend visit as well.

Mr. Crowder asked should we add any other companies or just stick to the three we have. Mr. Bobitt asked what about Oak Grove.

#### **CONSIDER, DISCUSS AND ACT UPON ITEMS FOR PAYMENT**

- Motion to approve items for payment(Farmersville Chambers \$1,000.00 and Collin College Foundation \$3,500.00) as submitted made by Robbie Tedford
- Second Jeff Sydney
- Motion passed unanimously

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

Progress on community profile by Mr. Last

Business retention update

Email survey review

**ADJOURNMENT: 6:51 p.m.**

ATTEST:

Randy Rice, Secretary

APPROVE:

Matt Crowder, Chairman