



FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES
June 16, 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 June 16th, 2022, in the City Hall Council Chambers with the following board members present: Matt Crowder, Randy Rice, and Jeff Sydney. Absent Elise Bobitt and Robbie Tedford. City staff present, Ben White City Manager, City Finance Daphne Hamlin. Councilman Terry Williams, Greg Last with EDP Best Practices, Zane Clay, and Randy Smith.

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

No comments

III. CONSENT AGENDA

A. CONSIDER, DISCUSS AND ACT UPON MEETING MINUTES FOR MARCH 17th, MAY 26th, 2022

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

B. CONSIDER, DISCUSS AND ACT UPON FINANCIAL REPORT MARCH, APRIL, AND MAY 2022

- Finances reviewed by board

IV. REGULAR AGENDA

CONSIDER, DISCUSS, AND ACT UPON FAÇADE GRANT APPLICATION

Tabled need 3 bids

GREG LAST WITH EDP BEST PRACTICES TO PRESENT LOCAL AND REGIONAL PROFILE

Mr. Last presented the updated local and regional profile. Mr. Last thanked the city staff for their input.

The excel spreadsheet can be updated and downloaded to our city website. The benefit of keeping all data in one file you know where the most current data is.

Most EDC spend to much time generating data on their city only. Need regional prospective.

Done a full demographic report includes Farmersville, Collin County and DFW metro area. Lot of smaller businesses will need this data to apply for loans.

Mr. Last all the data on this spreadsheet is good information for the website. Listed in this data, taxes, housing, primary education, utilities, crime statistics, phone, airports, drive times, etc.

Mr. Last presented the profile. Photos of the City some are not that great need to update photos. Mr. Last stated on his profile he has a list of what he thinks, and EDC needs to have. A good place to start is with the High School phot club they may be looking for a project.

Mr. Last presented the Community Profile to the EDC Board. (Community Profile available on the city website www.farmersvilletx.com)

BENJAMIN WHITE, CITY MANAGER TO PRESENT FIBER PROJECT

Mr. White presented to the board the fiber grant project. Establishing fiber network and central office.

Grant is secured in the amount of \$2.9 million, October 2021. Match will be \$727k and will use Arp funding for grant match.

EDA official associated with the project Rachael Gleason out of Austin, Texas.

Reason we are doing this is to improve quality of life. A lot of needs for people working from home.

Economic fronts want to be in the best competitive position we can be our size. Want to be best in class you need fiber. Have superior planning. Do not want to have same issue that Palladium had. Palladium did not have fiber and delayed opening for 2 months.

We have contacted major broadband providers if they would take this over this project but did not get a response.

Feasibility study was done and have chosen a teammate to go forward with this project. James Lightfoot is our engineer a seasoned veteran has done several projects in this area.

Performed and researched in the general area to find out things about our service provider in our area. Subscriber forecast was completed. Take rate of 47.9% based on his experience with other cities.

In the marketing analysis he proposed several plans that we would deploy in this situation and did a comparison between spectrum and AT&T for service. Download speeds a major component

The cost benefit analysis with the 1,000 households and total build out \$6.3 million.

Offering several plans for homes and businesses. This is all preliminary. Will be able to provide internet even when electric goes out. All fiber to the home or business.

One thing we cannot do is go onto private property. Six different financial models were run. Considering private partnership. They have experience out in the field. By year 5 we should have a net positive revenue.

The recommendation was to proceed forward with engineering on the project and complete by end of year. Develop a partnership. The partner will provide all the call center support. New service connections etc. will be their portal.

The partnership will provide training for our Farmersville Fiber Crew. The partner will put in a weather hardened building by the generator at City Hall and monitor equipment at all times. Software and security measures are their responsibility.

City will own the system. We have a crew in the electrical organization that will be crossed trained to be able to install fiber.

No financial burden to the City no taxes are involved to support fiber installation. Pole attachment has not even been deployed. Need to develop fiber to the home ordinance. Deployment strategy to target high dense areas such as schools, etc.

Will also develop an exit strategy.

CONSIDER, DISCUSS AND ACT UPON ITEMS FOR PAYMENT

- Motion to approve items for payment (Greg Last) as submitted made by Mr. Sydney
- Second Mr. Rice
- Motion passed unanimously
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BUDGET WORKSHOP

Move to next month

REQUESTS TO BE PLACED ON FUTURE AGENDAS


Budget workshop

Contact Jason Acevedo regarding grant

EDC next steps open discussion

ADJOURNMENT: 6:41p.m.

ATTEST:



Randy Rice, Secretary

APPROVE:



Matt Crowder, Chairman