

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION

MINUTES

November 9, 2011

The Farmersville Economic Development Corporation met in regular session on November 9, 2011 at 12:00 p.m. at the City of Farmersville City Hall with the following members present: Robbie Tedford, Bob Collins and Eddy Daniel. Staff members present were City Secretary Edie Sims. City Council Liaison present was Mayor Joe Helmberger.

CALL TO ORDER

Eddy Daniel convened the meeting at 12:19 p.m. and announced that a quorum was present.

RECOGNITION OF CITIZENS/VISITORS

No citizens or visitors were present.

RECEIVE REPORT ON STATUS OF STATE HIGHWAY 380 RECONSTRUCTION PROJECT FROM LAKE LAVON TO THE COLLIN/HUNT COUNTY LINE. REPORT PRESENTED BY BARRY HEARD AND BRANDON SPARKMAN, TEXAS DEPARTMENT OF TRANSPORTATION (TXDOT)

No one was present from TxDOT; however Eddy Daniel indicated that the lanes east of town were to be switched to the South side of Highway 380. The City is still working on moving utilities. The improvements to the western side of Farmersville has improved the quality of traffic and enhanced the atmosphere driving into Farmersville from the West. No outstanding issues have developed at this time.

CONSIDERATION AND POSSIBLE ACTION REGARDING FEASIBILITY STUDY ON TAX INCREMENT FINANCING (TIRZ) PRESENTED BY CRAIG FARMER FROM FREESE & NICHOLS

Craig Farmer with Freese and Nichols was not present for the meeting. Council Liaison Mayor Joe Helmberger announced that the Council has heard a presentation from Freese and Nichols. The Council has considered continuing with a Tax Increment Reinvestment Zone; however a deadline is present for the Council to have two readings for an ordinance to create the TIRZ before January 1. The timeline is also critical so that the tax rate will be locked in prior to January 1. The Council seems positive with this commitment.

A meeting is scheduled for November 30th with Collin County who must participate with the City of Farmersville for the TIRZ to be active. The proposed map involves a lot of property within the City's Extra Territorial Jurisdiction (ETJ) which the County may have an issue with. If need be, the TIRZ district can be scaled back excluding parcels beyond the immediate corridor along Highway 380 and focus only on those parcels fronting Highway 380. No action was taken.

CONSIDERATION AND POSSIBLE ACTION REGARDING PRESENTATION BY ALLARD RESEARCH

Mr. Allard had a conflict of scheduling and was not present. This item will return to a future agenda.

CONSIDERATION AND POSSIBLE ACTION REGARDING REPORT ON WATER/SEWER/STREET/DRAINAGE ANALYSIS PERFORMED BY DANIEL AND BROWN ENGINEERING AND KIMLEY-HORN ENGINEERING

Eddy Daniel, representing Daniel & Brown, presented the Board with copies of the analysis. This analysis allows the City of Farmersville to move forward for impact from developers as development occurs. Projects will need to be prioritized by necessity. Mayor Helmberger announced that the City Council appreciates all the Economic Development Corporation has done and continues to do. The analysis performed will be greatly beneficial to the upgrading of the Comprehensive Plan. The 4A Board has budgeted \$180,000 for planning purposes. No action was taken.

CONSIDERATION AND POSSIBLE ACTION REGARDING BRANDING/MARKETING PROGRAM

Questions were raised regarding the payments from the Economic Development Corporation regarding purchases of banners, billboards and like items. As Chairman of the Marketing Committee, Mayor Joe Helmberger indicated that the "branding" of Farmersville has been completed. The focus has been solely "marketing" where funds have been expended to bring people to Farmersville. The Marketing Committee receives funding from the 4A, 4B and the Chamber of Commerce where a Board meets to discuss and expend the funds. There are no measures of how the funds expended on marketing show a return. The expenses were considered justified. Robbie Tedford expressed concern of sending funds to the Marketing Committee and not receiving feedback. The 4A Board was clear that micromanaging was not the intent. A concern was expressed and 4A would like the Marketing Committee's back up for funds spent. Bob Collins suggested a quarterly meeting to inform the funding Boards what has transpired. No action was taken.

RECEIVE REPORTS FROM 4A EDC BOARD MEMBERS FOR BOARD MEETINGS OF COLLIN COLLEGE, NTMWD, COLLIN COUNTY AREA REALTORS AND COLLIN COUNTY COMMISSIONER'S COURT

The only reporter was Bob Collins who stated everything at Collin College was routine. One topic discussed was to have health care for rural areas for the Farmersville campus. No changes were made to the schedule of meetings. No action was taken.

CONSIDERATION AND POSSIBLE APPROVAL OF ITEMS FOR PAYMENT

Lunch – Victor's \$81.19

Motion made by Robbie Tedford to approve invoices as listed for payment, second by Bob Collins. Motion approved unanimously.

CONSIDERATION AND POSSIBLE ACTION REGARDING FINANCIAL STATEMENTS FOR OCTOBER 2011 AND BUDGET AMENDMENTS

On a motion by Bob Collins and a second by Robbie Tedford, the financials for October 2011 were approved. Motion carried unanimously.

CONSIDERATION AND POSSIBLE APPROVAL OF THE MEETING MINUTES OF OCTOBER 26, 2011 MEETING

On a motion by Bob Collins and a second by Eddy Daniel, the Board approved the meeting minutes of October 26, 2011. Motion carried unanimously.

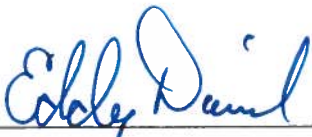
DISCUSSION IN CONTEMPLATION OF PLACING ITEMS ON FUTURE AGENDA

Chairman Eddy Daniel requested the following items be on the December 21, 2011 agenda:

- Comprehensive Plan
- Update on TIRZ
- Follow up from Marketing Committee
- Application for Façade Grant
- Address Grant timeline
- Allard Research – on a future agenda


ADJOURNMENT

The Board adjourned at 1:10 p.m.



Eddy Daniel, President

ATTEST:



Stefanie Hurst, Secretary