

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION

MEETING MINUTES

December 21st, 2011

The Farmersville EDC met in regular session on December 21st, 2011, at 12:10 p.m. at the City Hall Council Chamber with the following members present: Eddy Daniel, Bob Collins, Stefanie Hurst, and Robbie Tedford. Staff members present were Public Works Director Ben White, and Finance Director Daphne Hamlin. Guests recognized were Mayor Joe Helmberger.

CALL TO ORDER

Eddy Daniel convened the meeting at 12:10 p.m. and announced that a quorum was present.

RECOGNITION OF CITIZENS/VISITORS

Eddy recognized Mayor Joe Helmberger as a guest.

RECEIVE REPORT ON STATUS OF STATE HIGHWAY 380 RECONSTRUCTION PROJECT FROM LAKE LAVON TO THE COLLIN/HUNT COUNTY LINE.

Brandon Sparkman and Barry Heard with TXDOT could not be present.

Ben White stated that there was some difficulty with obtaining an easement on Hill Street for Phase 3. He indicated that construction is scheduled to begin in January 2012 with an estimated completion date of 2014.

UPDATE REGARDING FEASIBILITY STUDY ON TAX INCREMENT FINANCING (TIRZ) PRESENTED BY CRAIG FARMER FROM FREESE & NICHOLS.

Craig Farmer with Freese & Nichols could not be present. Eddy Daniel updated 4A Board regarding the approval of the TIRZ by the City Council on Tuesday December 13th, 2011. Eddy stated that an interlocal agreement between Collin County and the City of Farmersville is the next step. Commissioner, Joe Jayne has been very positive about the County's participation in the TIRZ. Eddy indicated that TIRZ board members would have to be appointed by the City Council.

CONSIDERATION AND POSSIBLE ACTION REGARDING PRESENTATION BY ALLARD RESEARCH.

The Allard's requested to reschedule to the next 4A meeting. No action was taken.

CONSIDERATION AND POSSIBLE ACTION REGARDING BRANDING/MARKETING PROGRAM

Joe Helmberger discussed the creation of the marketing committee supported by the Chamber of Commerce, 4A EDC, and 4B CDC. Joe explained that the marketing program is not for one area of town, but for all of Farmersville. Eddy stated the main concern with 4A is that the expenses for the program were allowable by law. He further asked that the

reimbursement requests pertain to 4A. A monthly report was suggested by Bob Collins on expenses from the marketing committee. Nor formal action was taken.

CONSIDERATION AND POSSIBLE ACTION REGARDING COLLIN COLLEGE FOUNDATION DONATION

A letter was received from the Collin College Foundation explaining that the fundraising efforts are being shifted from the large annual gala know as the Collin Cabaret. The 4A has included a scholarship and advertising contribution in the amount of \$7,500.00 for the current budget year. The Collin College Foundation will provide recognition of the contributions. Eddy asked Daphne to prepare a check for signatures at the next scheduled 4A meeting.

CONSIDERATION AND POSSIBLE ACTION REGARDING FAÇADE GRANT APPLICATIONS AND GRANT TIMELINES

A façade grant was received from Tedford Chevrolet. After review of the façade grant application and drawings a motion made by Bob Collins and a second by Stefanie Hurst, to accept application. Board approved unanimously, Robbie Tedford abstained.

The 4A board members discussed the timeline for a grantee to complete their respective projects. Eddy suggested that when a façade grant project has begun, it must be completed within one (1) year. Also, the grantee must start the project within six (6) months after grant has been awarded, unless grantee applies and receives an extension from 4A. Eddy will add the guidelines to the application as mentioned above. On a motion by Robbie and a second by Bob, the Board approved the addition of the guidelines to the façade applicaiton as stated above, motion carried unanimously.

CONSIDERATION AND POSSIBLE ACTION REGARDING COMPREHENSIVE PLAN

Eddy handed out the draft scope of the comprehensive plan for the City for review. Eddy explained that a comprehensive plan looks at the City's complete picture including: City Parks, Land Use, Transportation Plan, Impact Fees, Water and Sewer Utilities, etc. Eddy explained that the City proposes to use the City Engineer to prepare the Comprehensive Plan. Bob said one area of concern is land use and that boundaries need to be incorporated. Eddy agreed stating that the land use plan is definitely one to the areas that needs to be clear in the plan. Stefanie asked what the total estimated cost of the plan was. Eddy answered that \$80,000 had been budgeted by 4A for the plan. Eddy is going to have a revised scope available prior to the January 18th 4A meeting for consideration of approval and funding so it can go to Council for approval. Eddy asked for 4A board input.

CONSIDERATION AND POSSIBLE ACTION REGARDING 4A EDC SUPPORT FOR ARACELI'S FIND FOODS

The owner for Aracelli's Find Foods could not be present. Eddy had spoken with Aracelli's owner who expressed an interest in moving to Farmersville and possibly build a facility with Grant funds. Eddy will contact Aracellis' owner regarding the Board's support and an invitation to attend a future 4A meeting.

DISCUSS AND APPOINT ECONOMIC DEVELOPMENT MEMBERS FOR BOARD MEETINGS OF COLLIN COLLEGE, NTMWD, COLLIN COUNTY AREA REALTORS AND THE COMMISSIONER'S COURT

The Board's schedule of the meetings for members to volunteer as follows:

NTMWD – Stefanie Hurst

Collin College – Bob Collins presented an update regarding the status of the Collin College meeting.

Commission's Court – Eddy Daniel

Collin Co Area Realtor Meeting – Robbie Tedford

The Board will continue to review the schedule on a monthly basis.

ITEMS FOR PAYMENT APPROVED

On a motion by Robbie Tedford and second by Stefanie Hurst, the Board voted to approve the invoices as listed for payment. Motion carried unanimously.

FINANCIAL STATEMENTS FOR NOVEMBER 2011

On a motion by Stefanie Hurst and a second by Bob Collins, the Board approved the financials for November 2011. Motion carried unanimously.

MEETING MINUTES OF NOVEMBER 9TH, 2011


On a motion by Bob Collins and a second by Robbie Tedford, the Board approved the meeting minutes of the November 9th, 2011 meeting. Motion carried unanimously.

DISCUSSION IN CONTEMPLATION OF PLACING ITEMS ON FUTURE AGENDA

- Update on Comprehensive Plan
- Update on TIRZ
- Update on Allard
- Update on Façade Grant Guidelines
- Update on Arcelli's

ADJOURNMENT

The Board adjourned at 1:25 p.m.



Eddy Daniel, President

ATTEST:



Stefanie Hurst, Secretary