



**FARMERSVILLE CITY COUNCIL
& FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION
JOINT SPECIAL SESSION AGENDA
For
September 17, 2020, 6:00 P.M.**

I. PRELIMINARY MATTERS

- Mayor Wiebold called the meeting to order at 6:00 p.m. Council members Mike Henry, Craig Overstreet, Jim Hemby, Dwain Mathers and Terry Williams were all present. City staff members Ben White, Sandra Green, Daphne Hamlin and Rick Ranspot were also present.
- The FEDC meeting was called to order and roll call taken by Sandra Green. Board members Jason Lane, Randy Rice, Robbie Tedford and Matt Crowder were present. Elise Bobitt was not in attendance.
- Prayer was led by Mike Henry followed by the pledges to the United States and Texas flags.

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

- No one came forward in person or via teleconference.

III. CITIZEN COMMENTS ON MATTERS NOT ON AGENDA

- No one came forward in person or via teleconference.

IV. CITY COUNCIL WORKSHOP WITH THE FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION (4A)

- A. Discussion regarding the need to recruit and hire an Economic Development Director as well as the funding, responsibilities, and supervision for an Economic Development Director.
- Mayor Wiebold showed a slide comparing two cities in Collin County that were close to Farmersville. He said one city hired an Economic

Development Director and the other city did not. He explained the city that did hire a director grew more in commercial businesses than the other city.

- Mike Henry asked why Sam Satterwhite was in attendance and wanted an explanation from the Mayor.
- Mayor Wiebold stated he has several years' experience as the former EDC Director for the City of Wylie. He explained he was in attendance to advise the Council and FEDC members concerning hiring a director.
- Sam Satterwhite addressed the Council and FEDC and told them a little about himself and his background. He was in economic development for 28 years and 24 years of that was in Wylie. He said the end result is to reduce the tax burden on the residents. He explained the assets he felt the city possessed to help attract businesses. He said you also have to look at the land use map and plan ahead for the future. He pointed out that he does not feel paying a consultant would be in the best interest of the FEDC. He believes that a dedicated staff person would be more beneficial. He stated that negotiation is a big part of economic development and the city needed someone that would work with developers closely. He explained that ideally you want a person that is young who will grow with the community. He said it would be hard for Farmersville to compete with salaries of other cities that have a higher tax base, because the salary would be approximately \$90,000.00 to \$130,000.00. He explained that communication between the board and Council would be key to being successful. He believes they need someone at the city to answer the phone for FEDC directly and a consultant cannot do that, but a dedicated staff person could.
- Michael French, Superintendent of FISS, stated that it is important to be ahead of the curve. He stated it is hard to keep up in the city if you just have rooftops, and explained you must have diverse uses. He explained the schools are getting crowded and are busting at the seams. He stated the Council and FEDC members need to take risks, but it needs to be controlled risks. He stated that economic development is not about paperwork, but rather about relationships. He believes they should hire someone that has experience and connections.
- Matt Crowder asked if Sam Satterwhite was the first EDC Director in Wylie after their population hit 11,000 and wondered if he came to Wylie late or if they should have hired someone sooner.
- Sam Satterwhite stated that he believed they hired him when they could.
- Mayor Wiebold asked if there was a different skill set required for an EDC Director from that of a City Manager.

- Sam Satterwhite stated that economic development is a sales position. He said both positions require different skill sets.
- Jim Hemby stated the city does need to hire someone to attract businesses. He explained if the city is not making money the schools hurt from that. He said they need to find a way to make this a city where people want to work and live here. He believes the city needs someone to work here that has the required knowledge to bring in businesses.
- Matt Crowder asked Sam Satterwhite who wrote his scope of work for his day to day operations.
- Sam Satterwhite stated he did not have a scope of work, but he worked in alignment with what the Council and city wanted.
- Randy Rice asked who he had reported to at the city.
- Sam Satterwhite said he reported directly to the EDC. He indicated if the City of Farmersville were to hire someone they should work with the board, the City Manager, the Planner and the Building Official.
- Craig Overstreet asked who paid his salary and asked the members if Sam Satterwhite could leave the meeting so the members could speak freely.
- Sam Satterwhite stated the EDC did.
- Mike Henry asked if the board members for Wylie received training.
- Sam Satterwhite stated they did and he encouraged City Council members to attend the training as well.
- Sam Satterwhite and Michael French left the meeting.
- Mike Henry stated he would not hire anyone without a job description or scope of work because he would want them to be held accountable.
- Craig Overstreet stated he finds the timing of the joint meeting odd. He indicated the city currently has three boards that have submitted deficit budgets and explained he did not want to hire a director yet. He said he was shocked at how it was being recommended that they hire someone right now, when the last he heard the FEDC was going to talk to a consultant. He said the city has streets that are in bad condition and other things that need repaired first and said we need to get our house in order first.
- Mayor Wiebold asked how we can be proactive in recruiting companies and when do we get ahead of the growth. He said he wants the city to be prepared.
- Randy Rice stated he believed this meeting was just to start the discussions of hiring someone.
- Mike Henry asked if the FEDC board would be interested in training.
- Randy Rice and Matt Crowder stated yes.

- Mike Henry explained they should set up a schedule of events. He said those events should include a job description, supplies and other expenses and costs associated with the hiring of a director. He explained the city would have to use fiscal common sense.
- Dwain Mathers said there was no question the city needs an EDC Director, but the question is when. He said the FEDC did set aside some money in the budget for a consultant.
- Jason Lane stated the city is on the cusp of significant growth. He explained the city is already planning ahead with the Land Use Plan and Thoroughfare Plan. He feels they are all in agreement that they will need an EDC Director in the future. Most cities he saw hiring an EDC Director had a population of at least 10,000 people. He said the concern is to be fiscally responsible and the board had opted to allocate some money to bringing in a consultant to guide them on when it would be the time to hire a director. He stated he does not feel the city is ready to hire someone yet, but he said they want to have the consultant help answer those questions regarding job description and other details.
- Terry Williams wanted the FEDC to keep Council apprised of the consultant's findings.
- Mike Henry asked if they had a timeline of when they were going to hire the consultant.
- Jason Lane said no, but they were going to start discussion in the new fiscal budget year.
- Dwain Mathers asked what would happen if the consultant said the city was already behind the curve.
- Jason Lane said they would have to figure out how they would pay for an EDC Director at that point.
- Robbie Tedford stated when the city had an EDC Director there was a lack of expertise by the board in trying to administer that person. They realized at some point they had no money and nothing to show for it. He does believe the board needs training. He said that managing and controlling the position would be a key component of the decision.
- Jason Lane stated communication is key and everyone on FEDC and City Council has the best interest of Farmersville in mind.
- Matt Crowder said we need to be organized and have working structures in place. He stated we have to think things through and be deliberate.
- Ben White stated he is here to help move the city forward. He said it has been challenging because he spends a lot of time preparing for board meetings. He is very supportive of moving forward with an EDC Director,

but he wants it at the right time. He would prefer to hire someone more quickly than not.

- Mayor Wiebold asked if Ben White felt he was over taxed.
- Ben White stated he does feel that way and he would like to spend more time with his family. He worries about the gaps he leaves when he has not prepared as much as he feels like he should. He said he tries to set the right priorities and some items suffer more than others.
- Mayor Wiebold went over Ben White's job description. He asked if there were times when he does economic development tasks.
- Ben White said he spends about 5% to 10% of his time on economic development.
- Mayor Wiebold stated he appreciated Ben White and he feels that his time is over taken. He feels we are doing the city a disservice to economic development right now.
- Mike Henry asked if the FEDC members have asked Ben White to do anything for them.
- Jason Lane stated Ben White has put together some marketing material and answered some inquiries. He said he does not think it is necessary for Ben White to attend every FEDC meeting.
- Robbie Tedford stated that Ben White likes to have his foot in the door and he feels that the FEDC has funded things that they should not have. He does not feel that Ben White needs to come to every meeting.
- Jason Lane stated the FEDC did help fund the Land Use Plan and Thoroughfare Map and that is great for the city. He reiterated that Ben White does not need to be at every meeting because he can keep oversight by reviewing the meeting minutes.
- Dwain Mathers explained that it would be the responsibility of the FEDC members to stay ahead of the curve and make sure the city does not get behind.

V. REGULAR AGENDA

A. Consider, discuss and act regarding the commitment necessary for the recruiting, hiring, supervision, and funding required for the City of Farmersville to establish a position for an Economic Development Director.

- No action taken


V. ADJOURNMENT

Farmersville Economic Development Corporation adjourned at 7:44 p.m.

City Council adjourned at 7:44 p.m.



Jason Lane, Chairman



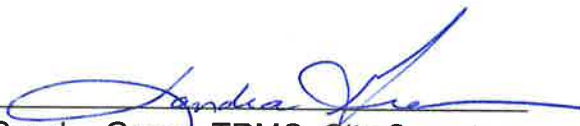
Randy Rice, Secretary

APPROVE:



Bryon Wiebold, Mayor

ATTEST:



Sandra Green, TRMC, City Secretary

