



**CITY OF FARMERSVILLE  
FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES  
March 18th, 2021, 6:30 P.M.  
COUNCIL CHAMBERS, CITY HALL  
205 S. Main Street  
Farmersville, TX 75442**

**CALL TO ORDER**

The Farmersville EDC met in regular session on March 18th, 2021 at 6:30 p.m. in the City Hall Council Chambers with the following board members present: Robbie Tedford, Matt Crowder, Jason Lane, Elise Bobitt and Randy Rice.

**RECOGNITION OF CITIZENS AND VISITORS**

Special guest recognized Daphne Hamlin City Accountant, Councilman Dwain Mathers.

**CONSENT AGENDA:**

**CONSIDER, DISCUSS AND ACT UPON MEETING MINUTES FOR JANUARY 21st, 2021**

Mr. Crowder motioned to approve meeting minutes as submitted for January 21, 2021, second by Mr. Rice, motion passed unanimously.

**CONSIDER, DISCUSS AND ACT UPON FINANCIAL STATEMENTS FOR JANUARY 2021 AND FEBRUARY 2021 AND BUDGET AMENDMENTS.**

Mr. Crowder asked about the line item Chamber Event is it for the banquet. Mr. Lane stated yes this is an event that we sponsor every year.

Mr. Tedford motioned to approve financial statements as submitted for January 2021 and February 2021, second by Ms. Bobitt, motion passed unanimously.

**REGULAR AGENDA:**

**RECEIVE UPDATE ON FAÇADE GRANT**

- Ms. Hamlin gave brief update behind the façade grant application.

- Mr. Sawatsky a broker associate with Remax real estate opened an office in Farmersville downtown area. Largest broker in Hunt County. This will be my home office. June West with Remax will be here to assist. Application for the façade grant is our first goal so we can get to work as soon as possible. Just looking for any opinion and advice to make it Farmersville. Still do not have a great deal of information.
- Mr. Lane stated we recently update our façade grant and guidelines, EDC Board will need a copy of what you are doing to the façade. Of course cannot do anything on the inside.
- Mr. Crowder stated he visited with Remax Saturday. The façade grant it out there and give us a plan on what you want to do. Guidelines are clear on what can be done.
- Mr. Sawatsky stated he understands they will need to start on drawings.
- Mr. Crowder stated in the guidelines, it is understood that applicants may not have drawings but in façade grant, we have guidelines to work with.

**CONSIDER, DISCUSS AND ACT UPON THOROUGHFARE PLAN UPDATE AND FUTURE LAND USE COST**

- Mr. Lane stated that we do not have this in our current budget. Open up to the EDC board for questions or comments.
- Ms. Bobitt said this is not budgeted.
- Mr. Lane asked the board if they knew about this additional cost. Mr. Lane stated one of his concerns that it is not budgeted.
- Ms. Bobitt stated that the cost seems to me it is extremely high need to push back and ask more questions.
- Mr. Crowder stated did not like the fact of an invoice not budgeted for in this budget.
- Mr. Tedford stated we paid for the study but this is the first I heard about it.
- Mr. Lane asked what the boards opinion on how to proceed with this is invoice. Mr. Lane stated we have partnered with the City, but this is not budgeted for and we already have a deficit budget. Asking the board on how to handle this but not averse to helping the City.
- Mr. Rice stated return to City with comments that this is an unbudgeted item and did not get approval before money was spent.
- Mr. Crowder like the thought having an explanation and feels like this should be a City expense.
- Mr. Bobitt feels same need more information. No action

**CONSIDER, DISCUSS AND ACT UPON CERTIFICATE OF DEPOSIT RENEWAL**

- Mr. Lane stated we received an automatic renewal notice.
- Mr. Tedford done a little research. The Certificate of Deposit we have is maturing. Currently a portion of the EDC money is in Texpool. Mr. Tedford reached out to Independent Bank and an opportunity of a higher rate of return is available for the EDC Board. Basically what we have is a Certificate of Deposit maturing on the 25<sup>th</sup>

this month. We also have (2) two other accounts active at Independent Bank. Mr. Tedford stated what the bank is willing to do is consolidate into one account and create an index fund that will pay us .5% on 500K to a million. We currently have (1) one million in Texpool that is earning .005%. My thought is to take the 250k Certificate of Deposit that is maturing plus existing accounts at Independent Bank and roll together and earn .5% Also consider moving Texpool money in the amount (1) one million to Independent Bank and earn .6%. Mr. Tedford stated rather keep the money local. High Yield index fund paying more right now.

- Mr. Rice asked if there are any draw backs.
- Mr. Tedford not that I can see. On a motion made by Mr. Tedford to consolidate the maturing Certificate of Deposit into our existing index fund at Independent Bank and change to high yield money market account move 300K from other Independent Bank account giving 800K paying .5% second by Mr. Rice all in favor. Motion passed.
- Mr. Lane asked if the EDC board is interested in making a motion to move one (1) million from Texpool? Mr. Tedford made a motion to move one (1) million from Texpool to Independent Bank to secure funds, second by Mr. Crowder all in favor.
- Mr. Lane thanked Mr. Tedford for all his hard work and being a good steward of the Cities funds.

#### **CONSIDER, DISCUSS AND ACT UPON STETSON & STILETTO STANDOFF**

- Mr. Tedford stated he needed a little more information that the sponsorship can be used for what we like it to be used for.
- Daphne will consult with Alan Lathrom. Board wants to make sure to receive the benefit of one of our students. Did a local student get our scholarship Ms. Bobitt asked? Daphne stated that the EDC Board sponsored the lights at the event for Stetson & Stiletto.
- Mr. Tedford stated EDC Board needs more research on how to designate funds.
- Mr. Lane said the direction we need to go is have Daphne check with Lisa at Collin College and the Attorney Alan Lathrom make sure we stay on the straight and arrow. Daphne will look into it and email the board

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

Tabled

#### **CONSIDER, DISCUSS AND ACT UPON EDC ACTION PLAN**

- Mr. Lane stated I know that Mr. Crowder has done some work and asked Mr. Crowder to recap.
- Mr. Crowder spoke with Kevin Shatley EDC Director for Dallas one of the resident experts on what EDC looks like. Mr. Crowder asked about Cities our size. Mr. Shatley personal opinion Farmersville is right in the path of growth and it can't be avoided. We are in a position to pick what type of businesses are coming.
- Austin EDC Director indicated the same thing City of Farmersville should have already have an EDC Director.

- Princeton is actively looking for an EDC Director.
- Alexis Jackson EDC Director for Celina. Celina has had an EDC Director since 1997. Stated that the growth rate since 2000 for Celina is 428%, but what she stated you need someone who is active. Ms. Jackson stated you don't have a seat at the table. City of Farmersville makes it easy for other Cities to compete and win because we are not active. Two examples a company bought land outside of town. Planning and Zoning this week had a couple apartment complexes. A few different people stated not always a good idea to accept what goes before Planning and Zoning
- Dave Quinn a consultant who worked with Jim Dandy out of Frisco. They said we are behind. Need to develop a budget. Need someone who can build request and build relationships with EDC, City Council, College, and City Manager to tie all together. His thought would to bring someone in that has a passion for the City. Someone local with a salary around 70K plus benefits. Also, he could provide training for EDC Director. He also suggested in bringing an advisor under contract. Dave Quinn is also providing support to Melissa, Princeton, and Fairview.
- Center, Texas, Jim Gibson had 5052 citizens in 2019 close to the size of Farmersville. He is EDC Director plus a couple other things. What triggered them to hire an EDC Director? Was an Event that event Hanes field Shell they had people coming in because of oil and gas. Brought revenue into City. He has done some awesome things for the City. Plan for downtown City what does the sidewalks look like benches, design of the buildings etc... You have to be able to address the growth and population decide what you want to be. We have a comprehensive plan which has given us a leg up.
- Mr. Crowder stated he has not been able to find anyone that thinks we should not have an EDC Director. We are behind the curve. If we do not do something we will not get to choose what comes into our City. If we do not do this the right way we can be overrun by things we do not want and can't stop.
- Mr. Lane stated his homework assignment on this research was City of Frisco. When did they hire an EDC Director for the City of Frisco? Jim Dandy was hired in 1986 when the population was 10k. One of the first projects done was to secure the big mall. Generated a ton of revenue and used that to leverage other stuff they have done since then. What did they do in the meantime? They did marketing gimmicks. Mr. Dandy's opinion was that we need an EDC Director but you need to hire someone with a clear plan, scope, goals and objectives. You have to have that plan in place before you bring in somebody. Mr. Lane stated what his thought is if we need staffing we can hire for day to day operation. Mr. Dandy suggested maybe for now the City of Farmersville could use an Economic Specialist not an EDC Director. Mr. Lane state we have funds in the budget. But we also cannot get bogged down and do nothing. Let's get some of these folks Dave Quinn or Greg Last to give us a presentation on what we need to do and get things done. One thing they need to tell us if we need an EDC Director Fulltime tell us what we need to do. Get some training as a board as well.
- Ms. Bobitt stated as soon as we can we need to get this going. Reading the material for the bond for ISD a lot of people are moving here. Get some concept of timing, do we want a presenter come back to us in May or June.
- Ms. Bobitt stated we need to make sure that they are dedicated to this role.

- Mr. Lane asked how the EDC Board wants to proceed. Mike Barnes Group out of Waco, they can provide temporary personnel on the interim. Tip Strategies they have done work for McKinney, Melissa, Fairview, Garland along the toll way. Mr. Greg Last, Dave Quinn with Jim Dandy.
- Mr. Tedford said maybe we can send out what are we looking for. EDC board training set specific goals. I think as soon as we get information back pick one and get started. Biggest challenge we had we hired someone and told them to go do it and it just didn't work out. Feel more comfortable if we have a definition of what we want and the results we want from
- Mr. Crowder said we have a basic scope of work we want somebody to pressure test and see if we are right or are we wrong. Maybe we just need a Part timer.
- Mr. Rice stated send out a letter inquiry then build your RFQ off of results.
- Mr. Lane said I realize we are trying to get scope of work for an EDC Director. There is some stuff on the front end we need to pin down. We need to bring in commercial/industrial the exact makeup to bringing in sales tax revenue and good paying jobs. Think there is a little front end work of what the position is and what the strategic plan to develop economically in the City of Farmersville. Clear picture of what we are looking for and what we want the future to look like in business opportunities. Bring back Mr. Last to hash out what we need to do.
- Ms. Bobitt we have comprehensive plan and land use map is a piece of it what a development looks like.
- Mr. Lane stated in the strategic plan on what needs to be done and what is the staffing. You come up with goals and objectives.
- Ms. Bobitt stated what we are looking at is someone to help with a stragic plan.
- Mr. Tedford we need someone that can come to us and tell us how to get started.
- Mr. Lane in the interest of time we should consider going with Mr. Last to help us get there. See if he can come up for a plan for us. On a motion made by Mr. Tedford for Mr. Lane to contact Mr. Last to assist in consulting services immediately second by Mr. Crowder. All in favor

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

EDC action plan

Legal for Sponsorship

### **ADJOURNMENT**

Mr. Lane adjourned the meeting at 8:15 p.m.

ATTEST:



Randy Rice, Secretary

APPROVE:



Jason Lane, Chairman