



**CITY OF FARMERSVILLE  
FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES  
April 22<sup>nd</sup>, 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 April 22<sup>nd</sup>, 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 and Greg Last EDP Best Practices, LLC.

**PUBLIC COMMENT**

No Comment

**BUSINESS ITEMS FOR DISCUSSION AND POSSIBLE ACTION:**

- Mr. Last with EDP Best Practices gave brief introduction of himself, stated he has reviewed our past meetings and feels confident he can help the EDC Board reach their goal whatever it may be. Very familiar with job descriptions etc. I began at Southlake when they were small, wore many different hats. But did see community grow. Hopefully I can help you with the transition of growth.
- Mr. Last gave a presentation on EDC best practices and all the options. Not necessarily what I'm recommending.
- Mr. Lane stated he knows growth is on the way it is coming sooner rather than later and we need to be ahead of the curve and be on the leading edge. But not hemorrhaging cash. We do not have sales tax revenue as high as we need to be for a full time position. At some point we are going to need to hire a full time EDC Director. I'm sure there are some intermediate steps this board need to do to get there. Mr. Lane stated we have spent several months hashing and rehashing what direction we should go trying to do the best job for the City. My opinion we can use some professional help to lead us in the right direction.
- Mr. Crowder stated he really appreciated the comment in the letter and stated he highlighted a comment that was good. "Best to be prepared and not winging it". Appreciate the several different options available and the preparation up front.
- Mr. Last stated he wanted to begin on the very last page of the presentation, "Benchmarking" some Cities". I'm familiar with all the folks in Greenville, Prosper, and Frisco great people very experienced. I keep a data base of people I talk to one thing I keep is population.

- Mr. Last stated he prepared a format of cities between 3,000 and 6,000 population. Farmersville 3,500 population give or take. Information dated 2019. Cities sorted by highest to lowest in population. Spreadsheet showing organizations revenues received, either 4A or 4B, staffing, etc. Very little data on this spreadsheet have not reached out to Cities. Mr. Last asked if this is something you are interested in seeing is the range of Cities you want to know about? Mr. Last stated one of the challenges is what kind of activity are you receiving.
- Mr. Last stated it's hard to point just on population. What kind of activity level are you having? If you are getting only a couple calls a week. A lot of commercial follow rooftops. Type A typically works on primarily jobs.
- Mr. Lane state board has not done a lot on retail mostly on planning and zone focused on commercial/industrial side. Mr. Lane stated EDC Board helped fund the City of Farmersville land use plan. We have highway 78 and highway 380 and the railroad. Mr. Lane commented on the population numbers given by Mr. Last. NCTCOG would be closer to 4,000 and the City has done some work and have delayed going to home rule. We are just teetering on the edge right now. Mr. Lane stated council decided to postpone on home rule.
- Ms. Bobitt stated maybe we are being too passive and maybe we need to be aggressive at pulling commercial interest in.
- Mr. Last stated that's what we are here to talk about.
- Mr. Last stated it does not do any good to do marketing if you do not have a place for them. Need a lot of coordination before marketing
- Mr. Crowder asked how can we start. A town our size is trying to make the right call. Since we are at a fast growth rate and it does plays a part. I have been here since 2013 downtown and it is full now. The events are packed. We have a lot of people coming to town that do not necessarily live here. Interesting about commercial we cannot go after the bigger places, because we do not have a place to put them. Where do you start?
- Mr. Last stated a lot has to do with infrastructure, real estate, compiling a story, initially merit in building up resources. Can see you doing a two prong approach. Still getting things done before you hire a person, job description, etc.
- Mr. Lane stated benchmarking for the cities may be a tad bit premature. I do not know enough about it to compare. But really interested in the double dipping issue. Stewardship of the tax payer dollars. But my concern is if we go for the goal line on the first play we may not have enough money. There are a whole lot of things to be done to make sure the EDC Director is successful.
- Mr. Last stated the EDC board might want to start on item 6 Pro Forma Budgets. No group is never going to be 4 pages line item. Take the master list put all items you think will be used. Secretary, Admin, someone to prepare the agendas, etc. Add a local banker or someone in real estate.
- Mr. Last stated the first step is to develop a budget. Pro forma budget run numbers to see if you have the money.
- Mr. Last stated going to have significant expenses running infrastructure. Line 6 I think this is your next step.
- Mr. Last stated our next step would be a job description. The one given. You will need a service agreement discussion between EDC and employee or mutual agreement between EDC and City.
- Mr. Last stated you will need a facilities agreement is hard to find a place to place someone (chair computer, etc.) something else down the road they will need a private office.
- Mr. Last stated in the Interviewing and hiring process. Need some advertisement. TEDC is the organization for EDC Director. It will be on this website.
- Mr. Last stated it takes several months to hire. You need someone experienced.

- Mr. Lane asked how we navigate the decision process on where we are now and where we need to be. How do we figure out status goal to end goal of a full time EDC and adm, furniture etc.
- Mr. Last recommend is to do the budget process. Pro Forma budget. I can prepare a Pro Forma budget with what you will exactly need.
- Mr. Tedford stated does not feel we need the Pro Forma budget now.
- Mr. Last stated he does what is called an action plan. Doing one now with Celina.
- Mr. Last stated this is the order of what I think things need to be done.
- Mr. Last suggest create an aerial of available spaces and handout to give to someone when they call. Is there a way to automate maps? How do you keep that current? Mr. Last stated you have a bunch of sights already. Needs to keep it updated.
- Mr. Last showing Jacksboro website regarding mapping. Need professional representation of properties available.
- Compile every broker that is contact. Provide brokers information.
- Start an excel listing of contacts. Access provides a great data base. Recommend keeping contacts together.
- Traffic count reports are great for retail. Nothing more important than traffic count for retail. Mr. Last stated he can give us traffic counts from TXDOT.
- Mr. Lane asked how often will this need to be done.
- Mr. Last said at least 2 years.
- Traffic count, real estate, housing, a workforce study. Website enhancement. Recommendation of content. Word plus is an open platform.
- Mr. Lane stated realistically need content.
- Community profile. Mr. Last showed Sangers community profile.
- Mr. Lane stated we are open for discussion on low hanging fruit as you call it. After you develop it initially we can pull the trigger and get things done but it will become stagnant like before. That is the biggest concern.
- Mr. Crowder the biggest thing we are afraid of is the money. But if you know what something is going to cost. Pro forma budget is needed at least you know what you are planning for. It would give you the cost and time frame. We need to figure out what we want to do and do it. We have to make a decision and move forward. I do not want to work on something that will become obsolete. Budget is a tangible item we can put our hands on. I would be comfortable starting here. Then what is the next step.
- Mr. Lane stated he agrees but have a questions about the training need
- Mr. Last stated most of the beginning items he can get done in a couple of months.
- Discussing training with Board
- Mr. Lane asked if the board was in approval of moving forward with Pro forma budget and training at same time.
- Board agreed to move forward with Pro forma budget and training

### ADJOURNMENT

Mr. Lane adjourned the meeting at 8:10 p.m.

ATTEST:



Randy Rice, Secretary

APPROVE:



Jason Lane, Chairman