

FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION (4B)

AGENDA ~ September 10, 2018

5:45 P.M. City Council Chambers

205 S. Main Street Farmersville, Texas 75442

I. PRELIMINARY MATTERS

Call to Order, roll call, recognition of Citizens and Visitors

II. PUBLIC COMMENT

Anyone wanting to speak is asked to speak at this time, with an individual time limit of three (3) minutes. This forum is limited to a total of thirty (30) minutes. If a speaker enquires about an item, the CDC 4B Board or City staff may only respond with (1) a statement of specific factual information, (2) a recitation of existing policy, or (3) a proposal that the item be placed on the agenda of a future meeting.

III. BUSINESS ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- A. Consideration to approve the July 30, 2018 Budget Workshop Meeting Minutes
- B. Consideration to approve the August 13, 2018 Meeting Minutes
- C. Consideration and possible action regarding financial statements for August 2018.
- D. Consideration and possible action to add board members and signers to the checking account.
- E. Consideration and possible action regarding the meeting time of the Farmersville CDC.
- F. Consideration and possible action regarding the Professional Service Agreement between the Farmersville Community Development Corporation and the City of Farmersville pertaining to the perpetuation of the Farmersville Main Street Program.

IV. REPORTS (No Deliberation or Action to be Taken)

- A. Main Street Manager Report – Reagan Rothenberger
- B. City Manager Report - Ben White

V. REQUESTS TO PLACE ITEMS ON FUTURE AGENDAS

VI. ADJOURNMENT

- No action may be taken on comments received under "Recognition of Visitors".

Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 972-782-6151 or Fax 972-782-6604 at least two (2) working days prior to the meeting so that the appropriate arrangements can be made. Handicap Parking is available in the front and rear parking lot of the building.

I, Reagan C. Rothenberger, Main Street Manager of the City of Farmersville, certify that the above Farmersville Community Development Agenda for September 10, 2018 was posted in the regular posting place of the City of Farmersville by September 7 2018 at 5:45 p.m. and remained so posted continuously at least 72 hours preceding the scheduled time of said meeting

Reagan C. Rothenberger
Main Street Manager & Staff Liaison to the CDC

FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION BOARD (4B)

SPECIAL MEETING MINUTES ~ July 30, 2018

5:45 P.M. City Council Chambers

205 S. Main Street Farmersville, Texas 75442

PRELIMINARY MATTERS

The Farmersville Community Development Corporation Board met on July 30, 2018 in the City Council Chambers at City Hall. Chairman Mike Goldstein called the meeting to order at 5:47 p.m. and announced that a quorum was present after roll call. The following board members were present: Chairman Goldstein, Vice President Craddock Clark, Secretary Tobey Ferguson, Treasurer Jesse Nelson, Alice Bridges, Sherri McGuire, and Richard Holbrook. Others recognized were Reagan Rothenberger, Main Street Manager; Jim Foy, and Donna Williams.

PUBLIC COMMENT

Chairman Goldstein opened the floor for comments.

Mr. Randy Smith 508 CR 610, Farmersville. Mr. Smith spoke on Farmersville Parkway. Mr. Smith thanked Dr. Goldstein for coming to the EDC meeting to discuss his opinions on the Farmersville parkway. Mr. Smith stated that before the Parkway continues there should be more discussion. The agreement between the city and the county call for 1.9 million dollars from the county. Mr. Smith provided detailed discussion, but the main point eluded to the fact that the agreement calls for shared costs if the cost raises higher than \$3.8 million. New estimates show the cost to be near \$9 million. He states this because 4A and 4B paying for it should be a very last resort.

Mrs. Donna Williams, 1985 State Highway 78 North. Mrs. Williams discussed that she would like to see the Chaparral Trail continued to be marketed on the billboards. Furthermore she had questions of funding from years back pertaining to the Spain Complex. There was a \$50,000 grant awarded to the city to do improvements, but she is not sure it was ever spent.

Chairman Goldstein closed the floor for comments at 5:58 p.m.

BUDGET WORKSHOP

Dr. Goldstein stated that the purpose of this meeting was to review the funding requests and to determine what to fund. Projected tax revenue is \$225,000 for the 2019 fiscal year. The issues here are just to create a budget, and the budget can be amended to allow for other projects in the future.

Main Street Program: \$82,500

Chairman Goldstein stated that though higher than last year, this is an agreement with the city and should be funded. The amount includes salary and all benefits, as well as some administrative costs. There were no comments. Mr. Rothenberger stated that he is appreciative of the 4B's support of the Main Street program, and noted that today noted his six months in Farmersville, and he hoped that the board has been able to see progress that has come and is coming to the downtown area.

Accounting Services: \$1,000

Chairman Goldstein stated that this funding goes to the city to support the accounting in the city. It was agreed to add this to the budget.

Chamber of Commerce: \$15,000

Chairman Goldstein stated that this funding goes toward the support of events that the Chamber of Commerce puts on throughout the city. There was no discussion. It was agreed to add this to the budget.

May Parking Agreement: \$1,000

Mr. Rothenberger stated that there is an agreement between the May's so that the general public can use their parking lot behind the building. The CDC pays only the city portion, the May's pay the remainder. It was agreed to add this to the budget.

Christmas Décor: \$10,000

Chairman Goldstein asked if this funding includes any new decorations. Mr. White stated that it did not. Mr. Holbrook asked if this covers all the costs of installation. Mr. White stated that it is a match between the CDC and the City to simply continue the decorations we have done in the past. It was agreed to add this to the budget.

Land Purchase: \$20,000

Chairman Goldstein stated that this is a recurring item. We will continue to pay it to pay of the note. Mr. Holbrook asked the location of the land. Mr. Rothenberger and Mr. White stated that it is north of the Spain Complex. It was agreed to add this to the budget.

Fireworks Display: \$6,500

Chairman Goldstein stated that the fireworks display seems like a bargain considering how many people enjoy the display. Mr. Holbrook asked who matches our funding with the fire department. Mr. Rothenberger stated that they take collections at the gate and sell vendor spaces to raise more money. There was discussion on what the funds are used for, and is the entirety of the \$6,500 used for fireworks or for other things. Ms. Craddock-Clark believes it was just for fireworks as it has raised a couple of times as the event grows. It was agreed to add this to the budget.

Farmersville Heritage Museum: \$6,000

Chairman Goldstein recognized Mr. Jim Foy, Treasurer of the Farmersville Heritage Museum. Mr. Foy stated that the museum has been able to acquire some display cases to move forward to begin displaying items. This request this year will allow for a couple more, as well as to allow for some new exterior signage. It was agreed to add this to the budget.

Farmersville Billboard Promotion: \$10,000

Mr. Rothenberger stated that in the past and currently the billboards strictly promote the Chaparral Trail. Though it is an important aspect of the city, he believes that it would be more considerate to promote the town in general as long as well as the trail. We need a more generic sign that is easy to read and attract more visitors to the city. Mr. Rothenberger is just looking for the commitment, the board can agree on a design in the future. It was agreed to add this to the budget.

Collin County College Sponsorship: \$1,000

Chairman Goldstein stated that this goes to support student scholarships. It was agreed to table this issue until the CDC received an actual request for funding from the college.

Farmersville/Collin Parkway Funding: \$100,000

Chairman Goldstein stated that he supports the college, and wants it here. However, he feels that 4B paying \$100,000 per year seems high, especially when you consider 4A has over \$1,000,000 in reserves. This will hinder 4B from providing toward the wide variety of projects it does. Furthermore, Chairman

Goldstein stated that as the TIRZ board funding grows, the TIRZ will take over 4B's funding first and 4A's second. Chairman Goldstein opened up the issue for discussion.

Mr. White discussed the issues facing the Parkway. It does cause a strain on the board. Mr. White is looking for a commitment from the board for a specific amount so that he can begin to form an ILA. Mr. Rothenberger stated that even though we place something in the budget, it does not mean we must fund it. That will only take effect if we sign an ILA.

Mr. Rothenberger then discussed with the board to confirm and reiterate what was discussed. The total budget that was presented \$202,000. The board will adopt the official budget at the next meeting after a public hearing.

DISCUSSION OF PLACING ITEMS ON FUTURE AGENDAS

There were no items noted to be added on a future agenda.

ADJOURNMENT

There being no further business, Cynthia Craddock-Clark adjourned the meeting at 6:42 PM.

Signatures:

Mike Goldstein, M.D., Chairman

Tobey Ferguson, Secretary

FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION BOARD (4B)

MEETING MINUTES ~ August 13, 2018

5:45 P.M. City Council Chambers

205 S. Main Street Farmersville, Texas 75442

PRELIMINARY MATTERS

The Farmersville Community Development Corporation Board met on August 13, 2018 in the City Council Chambers at City Hall. Chairman Goldstein called the meeting to order at 6:03 p.m. and announced that a quorum was present after roll call. The following board members were present: Chairman Mike Goldstein, Treasurer Jesse Nelsen, Sherri McGuire, Alice Bridges. Others recognized were Reagan Rothenberger, Main Street Manager; City Manager Ben White, and many others.

PUBLIC COMMENT

Chairman Mike Goldstein opened the floor for comments.

Diane Piwko from 200 McKinney Street addressed two issues. She feels the transparency of the board is lacking. The Budget Workshop meeting was not posted in the city calendar, and though it was on the website it is several layers deep. Furthermore, only the agenda was posted, not any other background materials. Today's meeting packet also does not seem complete due to the lack of material regarding the request for funds for the Meet the Farmers event, nor is the proposed professional services agreement that the board is discussing. Ms. Piwko asked that the board not fall back on transparency moving forward.

Secondly, Ms. Piwko does not believe that discussion regarding the professional services agreement in executive session qualifies for such an executive session. The city manages Reagan Rothenberger, not the 4B. Furthermore Ms. Piwko perceived that it is not about job performance, but the agreement itself.

Chairman Goldstein stated as a statement of fact that the issues discussed in the meeting were cleared with the City Attorney, and that the CDC would in fact convene in an executive session.

Chairman Goldstein closed the floor for comments at 6:08 p.m.

PUBLIC HEARING – FY 2018-2019 CDC BUDGET

Chairman Goldstein opened the floor for comments at 6:09 p.m.

Diane Piwko from 200 McKinney Street just wanted to address the potential release of funding needs for the Farmersville Parkway that has been asked by the city to 4B, 4A, and TIRZ. Ms. Piwko asked that part of this \$50,000 that the board now has at their disposal to go towards park equipment. There was a lot of work done by the previous board on equipment. Southlake park equipment is in need of repair. Ms. Piwko also stated as opinion that the funding going towards the billboards is probably a waste. She believes that billboards are not a successful advertising medium any longer. This funding could be used toward a general marketing effort, rather than just billboards.

Leaca Caspari from 405 Summit Street. Spoke regarding the issue of playground equipment. Ms. Caspari stated that she has witnessed meetings where playground equipment numbers ranged from \$18,000 to \$70,000 and had not expressed an opinion regarding the placement. Ms. Caspari stated that any potential equipment placement should be carefully considered. City Park if filled with equipment might become a playground more than a park. Perhaps new equipment should be focused along the parkway and Southlake.

Chairman Goldstein as a statement of fact said that he nor the board has received an official notification of removing the commitment of \$50,000 toward the Farmersville Parkway, and that if this commitment is removed, the funding designation will be carefully considered.

Randy Smith of 511 CR 610. Mr. Smith stated that the footbridge in the city park is in desperate need of repair. It could be an issue of safety and the park is sometimes a first impression of the city for individuals. He recommended that either the Amenities Board of the 4B Board consider action.

Chairman Goldstein closed the floor at 6:16 p.m.

CONSIDERATION OF ADOPTING THE FY 2018-2019 BUDGET

Ms. McGuire moved to adopt the FY 2018-2019 budget. Motion was seconded by Mr. Nelson and passed unanimously.

CONSIDER FOR APPROVAL JULY 9, 2018 MEETING MINUTES

Ms. Bridges made a motion to approve the minutes of July 9, 2018 as written. Motion was seconded by Jesse Nelson and passed unanimously.

CONSIDERATION AND POSSIBLE ACTION REGARDING FINANCIAL STATEMENTS FOR JULY 2018 AND ANY REQUIRED BUDGET AMENDMENTS & APPROVAL OF ITEMS FOR PAYMENT

Ms. McGuire asked Mr. Rothenberger if these expenses are posted to the spreadsheet upon payment. Mr. Rothenberger stated yes. Ms. Bridges asked if 4B had approved \$25,000 for the Farmersville Parkway. Chairman Goldstein stated that the board had agreed to fund \$50,000 per year, but now the board is no longer responsible for that payment. Ms. McGuire moved to approve the July 2018 financial statements as presented. Jesse Nelson seconded the motion, which passed unanimously.

REQUEST TO AMEND THE BUDGET TO FUND “MEET THE FARMERS”

Mr. Rothenberger stated that this request was sent in by Ms. Lisa Crowder. Mr. Rothenberger recommended that Chairman Goldstein recognize her. Chairman Goldstein recognized Ms. Lisa Crowder and asked when the date of the event would be. She stated it would August 23. Ms. Crowder stated that this event is a way to allow the community to get to know the new athletic director and the student athletes. Ms. Crowder is seeking to feed up to 350 students and parents at the event. The \$800 requested is approximately half of the total event. Ms. McGuire asked if the monies requested only goes towards the students. Ms. Crowder stated that yes because there is not really a way to open the food up to the entire community. The food helps encourage attendance of students and parents. Ms. McGuire asked if the Athletic Association has gotten involved. Ms. Crowder stated she has not been directly involved, but that the athletic director was going to involve them in some way. Ms. Crowder stated that some of the businesses will be open during the event and will give a portion of their proceeds back to the Athletic Association. Ms. Crowder is simply helping to put on the event, the Athletic Association will be involved alongside the athletic director. Chairman Goldstein asked if there was a motion to amend the budget to allow for this to be funded. Mr. Rothenberger stated that the amendment would be placed in the current fiscal year's budget, not the 2018-2019 budget. Alice Bridges made a motion to approve the amendment. Mr. Nelson seconded the motion and passed unanimously.

MAIN STREET MANAGER REPORT – REAGAN ROTHENBERGER

July was a busy month. Mr. Rothenberger thanked the board for their patience in working on the budget. Mr. Rothenberger stated some of the basic actings he took that month, as well as working on Main Street and 4B Budgets. Mr. Rothenberger stated that July Farmers and Fleas was a pretty good month, but the

heat was pretty oppressive. Mr. Rothenberger has nominated the Candy Kitchen for an award through the Texas Downtown Association. Mr. Rothenberger has had some good conversations with building owners, including Betty Smith, Adrian Pitts. Mr. Rothenberger attended a 4A board meeting to show support for the Façade Grant. A new buyer is continuing to move forward with 111 McKinney. This buyer is interested in pursuing the façade grant. Mr. Rothenberger has been in talk with tax credit experts regarding historic tax credits for the building. The Stable is open on McKinney Street and Mr. Rothenberger hopes that the community will be supportive and give them time to work through issues. Mr. Rothenberger is working with the owner of RSVP Farmersville and the owners of the Candy Kitchen through the final steps of zoning and completion of projects within the building. Mr. Rothenberger also stated that there have been several inquiries regarding the opening of new restaurants. At least three individuals have inquired about potential spaces.

CITY MANAGER REPORT- BEN WHITE

The old park equipment will soon be removed and replaced. It is going to be a Boy Scouts project led by Darrell Foltz, but he has some things they are working through. The Candy Kitchen project continues slowly but it is making progress. Mr. White stated that work is taking time because the city is doing it right. The ADA grant project has paused to reevaluate how much funding remains to complete the project. The railings will not go up until the end of the project. Mr. White discussed the progress of placing new picnic tables at JW Spain.

Camden Park is making progress to complete a final plat. The west side lift station is nearly done and electric will soon be connected. The 90 unit Palladium Apartment complex near Brookshires in making progress. The 280 apartment complex near Camden Park will likely make progress considering if they receive funding.

EXECUTIVE SESSION

The CDC convened into executive session at 6:40 p.m. to discuss the following.

Discussion of Matters Permitted by Texas Government Code Section 551.074, PERSONNEL MATTERS:

1. Discussion Regarding Personnel Matters:
 - a) Discussion regarding the Professional Services Agreement for the Main Street Manager between the CDC and the City of Farmersville.

The CDC reconvened from executive session at 7:32 p.m. and announced that no action would be taken.

DISCUSSION OF PLACING ITEMS ON FUTURE AGENDAS

There were no items noted to be added on a future agenda.

ADJOURNMENT

There being no further business, Cynthia Craddock-Clark adjourned the meeting at 7:02 PM.

Signatures:

Mike Goldstein, M.D., Chairman

Tobey Ferguson, Secretary

**PROFESSIONAL SERVICE AGREEMENT BY AND BETWEEN
THE THE CITY OF FARMERSVILLE AND
FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION**

This Agreement (“Agreement”) is entered into by and between the CITY OF FARMERSVILLE, TEXAS (“City”) and the FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION (“FCDC”) acting by and through their respective duly authorized representatives.

WITNESSETH:

WHEREAS, the FCDC is a sales tax corporation whose purpose is to enhance Farmersville’s aesthetic, cultural and leisure amenities by promoting and funding community facilities and related projects throughout the city; and

WHEREAS, the City participates with FCDC in and by supporting and assisting with projects; and

WHEREAS, the Main Street Program is a vital and viable cooperative effort between the City and FCDC; and

WHEREAS, the FCDC recognizes the benefit of enhancing the professionalism and integrity of the Main Street Program by joining with the City with a professional position; and

WHEREAS, the FCDC recognizes the need to compensate commensurate with professional abilities and experience to enhance the value and stability of the position; and

NOW, THEREFORE, in consideration of the promises, covenants and agreements contained herein, the parties hereto mutually agree as follows:

Section 1. The FCDC agrees to offer a funding commitment of the salary plus all Main Street Program Manager benefits at the City’s rate, including but not limited to, retirement, Medicare, federal withholdings, Social Security, health insurance, and raises. The funding commitment shall be made on an annual basis during the budget sessions as required by law. With the FCDC agreeing to make the funding commitment, the following will apply:

- A. The “manager” shall serve as a city employee for the mutual benefit for the City of Farmersville and the Community Development Corporation. As such, the performance of the director shall be overseen by the city manager, and shall fall under the purview of the city personal handbook.

- B. The manager shall serve as the “Main Street Manager” and shall be tasked with monitoring, evaluating, and seeking to increase the prosperity of the downtown

through the National Main Street Center's Four Point Approach. The director shall report progress to the National Main Street Center and Texas Historical Commission who in turn conduct an annual evaluation. The director shall also provide progress reports to the Main Street Board and FCDC on a regular basis.

- C. The manager shall support the FCDC in research and implementation of community development projects on behalf of the city as a staff liaison, and will serve as a representative of the FCDC by communicating community desires to the FCDC while representing the interests of the FCDC to the community. The director shall report progress pertaining to the FCDC regularly, and will support the FCDC in its missions and goals.
- D. In order to best support the manager and the Main Street Program, the Farmersville Main Street Board shall consist of seven (7) members, and at least four (4) shall be a building or business owner from the Central Area in order to reflect the downtown's interest. In order to avoid conflicts of interest, the board shall serve in an advisory capacity and the Main Street Manager, as the professional, shall reserve the right to prioritize the board's concerns or suggestions at his or her discretion. The Main Street Board will also serve as an effective sounding board for the director's ideas and goals.
- E. The city manager shall evaluate the performance of the day to day tasks of the director and will hear any concerns from the respective boards, and thereby has authority to take action when necessary in accordance with the city personnel handbook.
- F. The funding commitment should be completed during the budget session no later than August to be in compliance and fulfill the budget requirements of both the FCDC and the City.
- G. The City requests full amount of funds disbursed on October 1 and to be reviewed annually. A monthly report showing disbursement of funds will be provided to FCDC by the City.
- H. Any remainder of funds that are not dispersed to the employee by September 30 of each year shall be returned to FCDC with reporting of the excess funds.

Section 2. This Agreement shall commence on October 1, 2018 and shall continue for a period of not less than two (2) years, ending on September 30, 2020. This agreement shall thereafter automatically renew for an additional two (2) years without the necessity of any action by the parties, unless terminated in accordance with this Agreement.

Section 3. This agreement may be terminated by any party hereto upon thirty (30) days written notice to the other party with the termination date to be no earlier than the ending of the fiscal year ending on September 30, 2020.

Section 4. The provisions of this agreement are severable. If any paragraph, section, subdivision, sentence, clause, or phrase of this agreement is for any reason held by a court of competent jurisdiction to be contrary to law or contrary to any rule or regulation having the force and effect of the law, the remaining portions of the agreement shall be enforced as if the invalid provision had never been included.

Section 5. This agreement embodies the entire agreement between the parties and may only be modified in writing executed by both parties.

Section 6. This agreement shall be binding upon the parties hereto, their successors, heirs, personal representatives and assigns. Neither party will assign or transfer an interest in this agreement without the written consent of the other party.

Section 7. This agreement shall be effective from the date of execution by both parties.

Section 8. Each person signing this Agreement hereby confirms that he or she is duly authorized to execute this Agreement on behalf of that party.

ATTEST: FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION

By: _____
Name: Tobey Ferguson, Secretary

Date: _____

By: _____
Name: Michael Goldstein, M.D., Chairman

Date: _____

ATTEST:

CITY OF FARMERSVILLE

By: _____
Name: Sandra Green, City Secretary

Date: _____

By: _____
Name: Jack Randall Rice, Mayor

Date: _____



Main Street Monthly Report
 August 2018
 Reported by
 Reagan Rothenberger



ORGANIZATION/ADMINISTRATION:

Month	Main Street & 4B Budget Creation
1-3, 29-30	Farmers and Fleas preparation.
9,10	Prepared all documents pertaining to the August Main Street and 4B Meetings
13	Attended and supported the Main Street & 4B Meeting
13	Texas Main Street Monthly Report

PROMOTION:

4	Farmers & Fleas Turnout was very good.
Month	Managed the Farmersville Main Street Facebook Page and monitored advertising campaign.

DESIGN:

8/17	Assisting potential buyer of 111 McKinney with research. Visited the building on this day. Spoke at length about preservation methods, ideas, first steps, etc.
8/22	Met with potential new owners of 204 McKinney St. to discuss design and business ideas.

ECONOMIC RESTRUCTURING:

Month	Meeting with business owners as time is available.
Month	New restaurant coming in the former "Little Ranch". Farm to table type food, lunch only.
Month	Working with buyers of 204 McKinney Street on potential ideas.
Month	Assisting new business in 106 McKinney – OliveTrunk Farms.
Month	Working closely with owner of RSVP Farmersville through zoning process. To open in September.
Month	Working closely with potential buyer of 111 McKinney Street.
Month	Fielding requests for information on 107 S. Main St.