



FORNEY ECONOMIC DEVELOPMENT CORPORATION

**MINUTES  
REGULAR MEETING  
101 EAST MAIN STREET  
FORNEY, TEXAS 75126  
AUGUST 10, 2017  
6:30 P.M.**

Notice is hereby given that the Forney Economic Development Corporation (FEDC) of the City of Forney met on August 10, 2017 at 6:30 p.m. in the City Council Chambers. Board President Joe Dan McBeth, Vice President & Treasurer Scott Burrus, Secretary Kym Tayamen and Directors Fred Alexander and Jessica Browning were present. EDC Director Warren Ketteman, EDC Coordinator Stewart McGregor and City Attorney Jon Thatcher were also present. Directors DeCarlo Coleman and Amanda Lewis were absent.

1. **Call to Order** at 6:33 p.m.
2. **Invocation** by Mr. Burrus.
3. **Public Communication**

There was no public communication.

**4. Consent Items**

- a. Approval of the FEDC Minutes – June 8, 2017 Regular Meeting & July 20, 2017 Special Meeting

Mr. Alexander made a motion to approve the June 8, 2017 minutes and Mr. Burrus seconded. The vote carried unanimously.

Mr. Tayamen made a motion to approve the July 20, 2017 minutes and Mr. Burrus seconded. The vote carried unanimously.

- b. Financial Report

Mr. Burrus gave the financial report. We are at 83.33% of the Fiscal Year, with revenues at 84.2% and expenditures at 88.04%.

- c. Executive Director's Report

Mr. Ketteman gave the Executive Director's Report. A complete copy of this is on file in the EDC Office. A few noteworthy items include:

- On Monday, film crews were in Forney taking footage for a video to promote the City
- EDC Staff attended the Fisd convocation and business expo at Forney High School
- The Downtown Loyalty Card program continues, with over 50 businesses participating. The EDC drew their first two cards last week and will draw again at the end of the month.
- The EDC received a Small Business Service Provider grant from the Office of the Governor to host a digital marketing seminar
- EDC Staff attended meetings with staffers from both Senator Bob Hall and Senator Ted Cruz's office

**5. Discussion/Action Items**

- a. Discussion and possible action concerning Hotel Occupancy Tax (HOT) Fund Applications for Fiscal Year 2017-18

At this time, Mr. McBeth recognized Mr. Thatcher to discuss the qualifications for HOT Funds recipients. He explained that is should promote both tourism and the hotel industry. He emphasized the purpose of the program is to promote "heads in beds" at local hotels. He also went through the nine allowable uses based on Chapter 351 of the Texas tax code.

Mr. Ketteman then went through the spreadsheet on staff recommendations based on direction from City management.

HOT Funds Applications - Overview							
Organization	Contact	Event or Project	Amount Requested	Percent Requested for HOT Grant to Cover	Staff Recommendation	Applicant Determined Categories	City Staff Determined Categories
City of Forney	Alexa Beasley	City Special Events	\$ 60,000.00	\$60,000 - Special Events	\$ 60,000.00	Advertising/Events	Advertising/Events
Forney Arts Council	Lori Pierce	Public Art Installation	\$ 14,000.00	90%	\$ 3,000.00	Arts	Arts/Advertising
Forney Arts Council	Lori Pierce	Farmer's Market	\$ 5,000.00	34%	\$ 5,000.00	Advertising	Advertising/Tourism
Forney Arts Council	Lori Pierce	Arts Programs Budget	\$ 6,450.00	21%	\$ 6,000.00	Advertising	Arts/Advertising
Forney Arts Council	Lori Pierce	Art & Wine Walk	\$ 5,600.00	49%	\$ 5,000.00	Advertising	Arts/Advertising
Forney Downtown Business Assn.	Kendall Milton	Mural	\$ 16,000.00	90%	\$ 7,000.00	Arts	Arts
Forney Downtown Business Assn.	Kendall Milton	Dwtn. Forney Promotion	\$ 2,000.00	90%	\$ 2,000.00	Advertising	Advertising
Forney Downtown Business Assn.	Kendall Milton	Dwtn. Tour Website/App	\$ 3,000.00	100%	\$ -	Advertising/Historic Preservation	Advertising
Forney Lion's Club	Connie Ingersoll	Community Park Sign	\$ 64,583.30	100%	\$ -	Advertising/Signage	Advertising/Signage
Forney Lion's Club	Matthew Woods	Lion's Stampede 5K Race	\$ 7,400.00	50%	\$ -	Advertising/Signage/Sporting Event	Advertising/Signage
Forney Historic Preservation League	Kendall Milton	Traveling Exhibits	\$ 3,000.00	50%	\$ 3,000.00	Historic Preservation	Historic Preservation
Forney Historic Preservation League	Kendall Milton	Museum Promotion	\$ 3,000.00	90%	\$ 3,000.00	Advertising	Advertising
Forney Garden Club	Carroll McLean Baker	Subcourthouse Xeric Garden	\$ 14,000.00	95%	\$ -	Advertising/Preservation	Preservation
Sharing the Love Foundation	Marian Stewart	Turkey Trax Auto Show	\$ 10,900.00	50%	\$ 10,900.00	Advertising/Signage	Advertising/Signage
		<b>TOTAL REQUESTED FUNDS</b>	\$ 214,933.30	<b>TOTAL RECOMMENDATION</b>	\$ 104,900.00		
		<b>TOTAL FUNDS AVAILABLE</b>	\$ 140,000.00				
		<b>TOTAL NONPROFIT REQUESTS</b>	\$ 154,933.30				
		<b>CITY ALLOCATION</b>	\$ 60,000.00				
		<b>AMOUNT REMAINING</b>	\$ 80,000.00				
		<b>80% Maximum Allowed for Historical</b>					
		<b>15% Allowed for the Arts \$21,000 Max.</b>					
		<b>Greater than 1/7th of Entire HOT Grants Required for Advertising</b>					

Mr. McBeth then recognized the groups with staff recommendation to not receive funds. He called upon Carroll Baker with the Forney Garden Club to explain their application. She said their organization received funds last year for the Subcourthouse Xeric Garden and have used those funds to provide irrigation. The garden needs replanting and professional work, which was outlined in their application. Mr. McBeth asked about the impact of this project putting "heads in beds." She responded that their goal is to have more weddings at the venue, which could bring people to Forney staying at local hotels. Mrs. Browning inquired as to who owns the property where the Xeric Garden is located. Mrs. Baker responded that Kaufman County owns it and let the Forney Garden Club maintain it.

Mr. McBeth recognized Ms. Monica Fields from the Forney Downtown Business Association. She said the downtown application was planned to be released after construction completion. She mentioned the goal was to bring people downtown to tour the area and support downtown businesses.

Mr. McBeth recognized Mrs. Connie Ingersoll with the Forney Lion's Club. She said the goal of their application was to create an LED sign for Community Park, which would advertise City and nonprofit events. Mr. Dale Ingersoll said their 5K brings people into Forney who spend money at businesses. Every penny raised from this event goes to local philanthropic initiatives. Mr. McBeth asked how much it costs to put on the 5K. Mr. Ingersoll responded with \$6,000.

At this time, Mr. McBeth recognized the groups who received staff recommendation for funding to describe their programs. He called upon Alexa Beasley with the City of Forney to explain the special events programs for the City. Alexa said HOT Funds cover Concerts, BBQ Cookoff, Christmas on Main, Independence Day and Amphitheater advertising. Mr. McBeth then asked about income from events. Mrs. Beasley responded saying it depends on the event, sponsors and vendors. He also asked what the largest cost for events was. She replied that it is dependent on the event. Mrs. Browning asked if City Special Events were 100% funded based on the application. Mr. Ketteman said the funds were already allocated to the City for special events.

Mr. McBeth then emphasized the EDC is a recommending body, but the City Council will have the final say on disbursement of funds.

Further, Mr. Ketteyman said the promotion of the arts is maxed at 15%, per state law. \$21,000 is available for disbursement for next year's HOT Funds.

Mr. McBeth recognized Lori Pierce with the Forney Arts Council. She said their applications included the installation of public art, which has been done in years past, the Farmer's Market, which has grown to take place twice a month, arts programs, which is a mix of activities including concerts, 3<sup>rd</sup> Thursdays and the maker space, as well as an art and wine walk, which will be used to try to bring additional events downtown. Mr. Alexander asked when the wine walk would take place. Ms. Pierce said around April/May.

Mr. McBeth recognized Tracy Gray with the Forney Downtown Business Association. She said their applications included a mural on the side of the nail salon in downtown, which would be an abstract piece people would want to take their photos in front of, as well as promoting downtown throughout the region, especially in East Texas. The idea is to draw people into Forney to shop at local businesses and visit local attractions.

Mr. McBeth recognized Kendall Milton with the Forney Historic Preservation League. She said the Spellman Museum hosts approximately 250 visitors per month and tracks each guest by their zip code. They've had several out of state and international visitors. She said their applications included special exhibits to encourage return visits to the museum and promotion of the museum in area and statewide publications.

Mr. McBeth recognized Dena Pope with Sharing the Love Foundation. Mrs. Pope explained this is the tenth annual Turkey Trax and they are planning to expand their reach. They also partner with the Best Western each year for weekend rates. Mr. McGregor said in previous years, Turkey Trax has contributed to bringing people to stay at local hotels.

At this time, Mrs. Browning asked if the Lion's Club could partner with the Best Western, similar to Sharing the Love, for weekend rates. Mrs. Ingersoll responded saying they could do that. Mr. Tayamen then recommended the board appropriate \$3,700 for the Lion's Club 5K. Mr. Ketteyman then recommended all groups keep track of their attendance with local hotels, especially with new hotels currently under construction.

Mr. Tayamen asked the Forney Garden Club if they track when weddings take place. Mrs. Baker said they've asked to know from the County, however, they have not notified them. Mr. Tayamen asked if there was any way to gather data of where visitors were coming from when stopping by the Xeric Garden. Mrs. Baker said there was no way to track it.

Mr. Alexander made a motion to approve the HOT Funds staff recommendations, with the one revision adding \$3,700 for the Forney Lion's Club 5K. Mr. Burrus seconded and the vote carried unanimously.

Mr. McBeth once again emphasized that the EDC Board was simply a recommendation to Council. He also confirmed with Mr. Thatcher that leftover funds will go back into the Hotel Occupancy Tax fund balance for the City.

**b. Discussion and possible action concerning a façade grant extension for 117 E. Main St., Forney, TX**

Mr. McGregor explained this item was passed by the EDC in 2013 and due to delays, the façade was never completed. In April 2017, the EDC Board extended the façade grant for both this facility, as well as the building next door to City Hall for three months. With the downtown construction tearing up sidewalks at the time the EDC Board extended the grant, along with delays in regard to the planned mural for the building, the façade was unable to get done within the timeframe. Mr. McBeth asked Craig Randall, contractor on the façade, how long of an extension would be needed to accomplish this façade. Mr. Randall responded he could get it done within 30 days of receiving HOT Funds for the mural. Mr. Tayamen made a motion to extend the façade grant until January 1 and Mrs. Browning seconded. The vote carried unanimously.

**c. Discussion and possible action concerning economic development in the Historic Overlay Zone**

Mr. Kettelman explained the EDC Intern, Elenor Griffith, researched Neighborhood Empowerment Zones. After speaking with City Manager Fisher, he recommended the City not create another zone and research what we can do with the Historic Overlay Zone. Mr. Kettelman said no action would be needed, but to think on this item. Since the Historic Overlay Zone is mostly residential, there is not too much the EDC could do as far as commercial initiatives, unless it was a redevelopment effort. There could, however, be recommendations to the City Council on potential incentives for upgrades to properties.

- d. Discussion and possible action concerning amending the Certificate of Occupancy date for the performance agreement with Eno's Pizza Tavern 2, LLC

Mr. Kettelman explained that Eno's has been diligently working on their design and finish-out for the space at 215 S. Bois D'Arc St. They have submitted their plans to the City and are in the process of getting subcontractors. The original performance agreement said they would need their Certificate of Occupancy by September 30 this year. While they will get it done this year, September 30 is not possible. Mr. Kettelman recommended the date be extended to January 31, 2018 in order to provide ample time. He also said that if passed, this item would require action by the Forney City Council.

Mr. Burrus asked if Eno's is currently paying rent. Mr. Kettelman responded they currently are not, which is in line with all other EDC lease agreements, which do not start rent payments until the business receives their Certificate of Occupancy.

Mr. Burrus made a motion to extend Eno's Certificate of Occupancy date to January 31, 2018. Mr. Alexander seconded and the vote carried unanimously.

- e. Discussion and possible action concerning an incentive extension for Forney RMKP, LLC (Hampton Inn), located at 150 Regal Dr., Forney, TX

Mr. Kettelman explained this infrastructure incentive was passed by the board last September and is currently set to expire on September 30, 2017. Mr. Kettelman spoke with the developer who said he should have the financing for the development finalized by next week. He also said he would like to begin construction on September 1. The developer assures he can get the infrastructure extended with proof of receipts by December 31.

Mr. Burrus made a motion to extend the incentive along the same terms, expiring December 31, 2017, contingent on receiving financing by September 30, 2017. Mr. Alexander seconded and the vote carried unanimously.

- f. Discussion and possible action concerning economic development negotiations with current prospects.

No action taken.

## **6. Executive Session**

- a. The Forney EDC will hold a closed Executive Session meeting pursuant to the provisions of Chapter 551 of the Texas Government Code, in accordance with the authority contained in: -§ 551.072 deliberations for the purchase, exchange, lease, or value of real property and/or -§ 551.087 deliberations regarding commercial or financial information that the EDC has received from a business prospect and/or deliberations regarding the offer of a financial or other incentive to a business prospect. (Related to Section 5.f.)

Mr. Alexander made a motion to enter into Executive Session at 8:07 p.m. Mr. Tayamen seconded and the vote carried unanimously.

- b. The Forney EDC will reconvene into Regular Session, pursuant to the provisions of Chapter 551 of the Texas Government Code, to take any action regarding the above items.

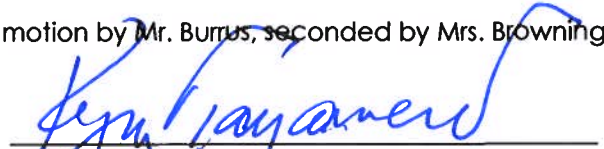
Mr. Burrus made a motion to enter back into Open Session at 9:10 p.m. Mr. Tayamen seconded and the vote carried unanimously.

**7. Future Agenda Items**

Mr. McBeth requested the EDC schedule another joint meeting sometime in the next couple months with the Forney City Council.

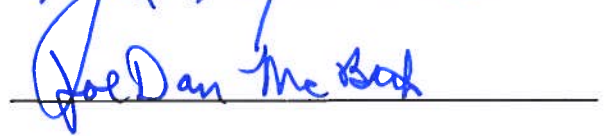
**8. Adjournment** by unanimous consent at 9:12 p.m. on motion by Mr. Burrus, seconded by Mrs. Browning.

APPROVED: KYM TAYAMEN, SECRETARY



A handwritten signature in blue ink, reading "Kym Tayamen", written over a horizontal line.

APPROVED: JOE DAN McBETH, PRESIDENT  
DATE: SEPTEMBER 14, 2017



A handwritten signature in blue ink, reading "Joe Dan McBeth", written over a horizontal line.