



FORNEY ECONOMIC DEVELOPMENT CORPORATION

**MINUTES
REGULAR MEETING
101 EAST MAIN STREET
FORNEY, TEXAS 75126
MAY 9, 2019
6:30 P.M.**

Notice is hereby given that the Forney Economic Development Corporation (FEDC) of the City of Forney met on May 9, 2019 at 6:30 p.m. in the City Council Chambers. Board President Joe Dan McBeth, Vice President & Treasurer Scott Burrus, Directors Amanda Lewis, Fred Alexander and DeCarlo Coleman were present. City Manager Anthony Carson, Executive Director Warren Ketteman, Specialist Stewart McGregor and Administrative Assistant Mary Wilson were also present. Secretary Kym Tayamen and Director Jessica Browning were absent.

1. **Call to Order** at 6:30 p.m.
2. **Invocation** by Mr. Alexander.
3. **Public Communication**
There was no public communication.

4. **Minutes & Reports**

- a. Approval of the FEDC Minutes – April 11, 2019 Regular Meeting

Mr. Burrus made a motion to approve the April 11, 2019 minutes. Ms. Lewis seconded. Mr. Alexander abstained.

- b. Financial Report

Mr. Burrus gave the financial report. We are at 58.3% of the fiscal year with revenues at 60.76% and expenditures at 27.33 %.

- c. Executive Director's Report

Mr. Ketteman gave the Executive Director's Report. A complete copy is available from the Forney EDC Office. A few noteworthy items include:

- FISD Facilities Committee – Mr. Ketteman agreed to serve on the committee
- Warren Ketteman and Stewart McGregor were guest speakers at the Texas Downtown Association's Regional Meeting regarding how EDCs can partner with financing tools for downtown development
- Robin Ringwald, new Economic Development Representative with Union Pacific, visited the office to discuss Forney, Economic Development and the railroad
- Held the annual Utilities Roundtable and had a full house – introduced Forney's new Public Works Director and Engineer
- Downtown entry signs installation has been slowed due to the heavy rains

5. **Hotel Occupancy Tax Funds (HOT) Workshop**

- a. Mr. Ketteman and Mr. McGregor gave the presentation. A complete copy of the Power Point presentation is available from the EDC office.

Following Item 5.a. Mr. McBeth turned to Discussion/Action Item 6.b.

- b. Discussion and possible action regarding website Requests for Proposals (RFPs)

Mr. McGregor explained this item needed to be discussed first as it will have an impact on the budget. The current Forney EDC website is about 5 years old and the website system is about to expire. There have been

many updates in regard to the function and use of EDC websites since the Forney site was created. He said he reviewed the current website and he explained some of the desired features including unique Forney characteristics, success stories of big and small businesses, and animated mapping. He provided a look at other EDC websites.

Mr. McGregor presented a spreadsheet that compared the costs and features of the four web designers that specialize in economic development. He made a staff recommendation for ED Suite due to the existing relationship as the current FEDC website developer, property search integration and references he received. Mr. Kettelman said he was impressed with the top two proposals, Marketing Alliance and ED Suite, but had concerns regarding the annual retainer cost. Marketing Alliance had no annual retainer and charged for services by the hour, while ED Suite had a flat fee of \$4,000 per year. A discussion was held with the Board and it was agreed that ED Suite's annual flat retainer was preferable over an hourly support rate.

Mr. Alexander made a motion subject to Council approval of the budget to choose ED Suite as the website designer, tentative on final council approval of the FEDC 2019-2020 budget. Mr. Burrus seconded. The vote carried unanimously.

Following Discussion/Action Item 6.b. Mr. Kettelman turned to Discussion/Action Item 6.a.

a. Discussion and possible action regarding approval of the budget for fiscal year 2019-2020

Mr. McGregor said there were two updates to the budget from last month's EDC meeting. First, he mentioned the "Dues & Subscriptions" line item was updated to include an Esri GIS Site Selection tool. At this time, he recognized Tony Carson, City Manager, to discuss this request.

Mr. Carson explained this is a site selection product he used in his previous community to successfully bring in developers and national retailers. You enter the site/property/location address and business type and you receive a rating score on the probability of success for that location. Major retailers use a tool like this. It would allow the FEDC to specifically target the location and present that information to a prospective business. The product provides demographics and is a very useful tool to get companies interested. There was a discussion between the Board and Mr. Carson clarifying the tools abilities. Mr. McBeth asked if this would replace other studies or platforms and Mr. Kettelman explained that it would not, it would give us another tool. Mr. McGregor explained that the City already uses Esri and this would be an add-on tool. Ms. Lewis asked if the \$5,000 budgeted would be a one-time expense and Mr. Carson said it would be an annual subscription expense, but that staff were researching to better pinpoint the cost since it would be an add-on tool to the current Esri subscription. Mr. Kettelman explained it gives a third-party perspective not coming from us which could better convey to a retailer the case for Forney.

Mr. McGregor turned to the "Professional Services" line item and explained the line item increased by \$3,000 to accommodate the website proposal cost from ED Suite.

Under the "Salary & Benefits" line item, Mr. McBeth made a recommendation to increase Mr. McGregor's salary from \$54,876 to mid-point grade of \$56,975.92 and for Ms. Wilson, currently at minimum of \$33,891.82 and made a recommendation to move to the first level of \$38,128.31. Mr. Kettelman made a correction that Ms. Wilson is in between the start and the first level and didn't have the exact number.

Mr. Kettelman noted the Medical Incentive was changed to a Small Business Incentive due to a lack of interest in the former. He mentioned that this would not exempt healthcare providers from applying for incentives.

Mr. Burrus made a motion to approve the budget for presentation to the Council as amended. Mr. Alexander seconded. The vote carried unanimously.

Following Discussion/Action Item 6.a. Mr. Kettelman turned to Executive Session item 6.c.

3. 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 deliberation regarding the offer of a financial or other incentive to a business prospect. (Related to Sections 6.c.) Also Section -§ 551.071, consultation with attorney.

Mr. Alexander made a motion to enter into Executive Session and Mr. Coleman seconded. The vote carried unanimously. The time was 7:23 p.m.

- 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 come out of Executive Session and back into Open Session and Ms. Lewis seconded. The vote carried unanimously. The time was 8:12 p.m.

Mr. McBeth stated Mr. Alexander left Executive Session a little early due to personal commitments.

6. Discussion/Action Items

- c. Discussion and possible action regarding economic development negotiations with current prospects

Mr. McBeth entertained a motion to approve an incentive application to pay 50% of costs not to exceed \$25,000 at 105 S. McGraw St. Ms. Lewis made a motion and Mr. Coleman seconded. The vote carried unanimously.


At this time, Mr. McBeth spoke to Phil Saragusa who was in attendance at the meeting regarding his building at 105 E. Main St. He said the Board approved a redevelopment grant for the prospective tenant, therefore, any additional requests for incentives for the property would not be considered by the Board. Mr. Ketteman reiterated the Board has already committed to a redevelopment grant for the prospective tenant, Mr. Bridges and the committed funds could be transferred to Mr. Saragusa if Mr. Bridges is unable to move into the space. Mr. McGregor clarified that the redevelopment grant allows for interior, HVAC, fire suppression, grease trap, and other needs.

7. Future Agenda Items

None.

8. **Adjournment** by unanimous consent at 8:24 p.m., on motion by Mr. Burrus, seconded by Mr. Coleman.

APPROVED: JOE DAN MCBETH, PRESIDENT



APPROVED: *Amanda Lewis, Secretary*
DATE: JUNE 13, 2019 *(apptd. 6/13/19)*



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