

**TOWN OF FAIRVIEW  
ECONOMIC/COMMUNITY DEVELOPMENT CORPORATION  
MEETING MINUTES  
FEBRUARY 28, 2017**

The Board of Directors of the Fairview Economic and Community Development Corporations held a special session in Fairview Town Hall Council Chambers, located at 372 Town Place, on Tuesday, February 28, 2017 at 5:30 p.m.

**The following directors were present:**

Warren Westberg	Don Braun	Sim Israeloff
Roy Serpa	Jeff Rutherford	

**The following directors were absent:**

Bill Nicol	Robert Herrema
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**The directors so present did constitute a quorum.** Also present were Town Manager, Julie Couch; Chief Financial Officer, Jason Weeks; Economic Development Manager, Ray Dunlap; Event/Marketing Specialist, Shannon Craft and Town Secretary, Liz Cappon.

The meeting was called to order by Chairman Westberg at 5:30 p.m.

Mr. Braun made a motion to approve the consent agenda: A) Consider approval of the minutes of the January 21, 2017 meeting; B) Consider acceptance of the December 2016 EDC monthly financial report; C) Consider acceptance of the December 2016 CDC monthly financial report; D) Consider acceptance of the January 2017 EDC monthly financial report; E) Consider acceptance of the January 2017 CDC monthly financial report. Mr. Rutherford seconded the motion and the motion was unanimously approved.

Mr. Dunlap and the Board discussed his upcoming meetings with CPDD landowners.

The Board discussed a policy for adding items to the agenda. Mr. Rutherford made a motion to approve the policy as presented by Staff; Mr. Braun seconded the motion and the motion was approved by a vote of 3 to 1, Mr. Serpa was the dissenting vote.

The Board discussed an update to the policy on the Project Application Process. Mr. Rutherford made a motion to approve the update to the policy on the Project Application Process; Mr. Braun seconded the motion and the motion was unanimously approved.

Mr. Dunlap gave a presentation on a Social Media Policy and Strategy. Mr. Serpa made a motion to approve the Social Media Policy. Mr. Rutherford seconded the motion and the motion was unanimously approved. Mr. Serpa made a motion to approve the Social Media Strategy. Mr. Rutherford seconded the motion and the motion was unanimously approved.

The Board and Staff discussed an update to the Strategic Plan.

Mr. Dunlap gave the Board an update on the Google Ad Campaign, the new EDC website and the HubSpot implementation.

Mr. Israeloff arrived at 6:17 p.m.

Mr. Dunlap gave an update on the first familiarization tour for the Dallas Regional Chamber and upcoming familiarization tours for Henry S. Miller and E. Smith Realty.

The presentation on the Impact Data Project Modeling Tool was tabled until the next regular meeting on April 19, 2017.

The Board then recessed into executive session at 6:30 p.m. under Section 551.087 regarding business prospects, deliberation concerning economic incentive negotiations within the CPDD and proposed developments within the CPDD and Section 551.074 regarding Personnel for the staff evaluation program.

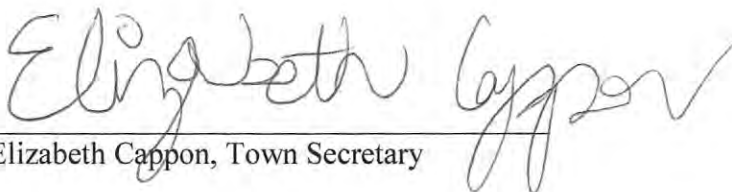
The Board came out of executive session at 6:45 p.m.

Chairman Westberg adjourned the meeting at 6:46 p.m.



  
Warren Westberg, EDC/CDC President

ATTEST:

  
Elizabeth Cappon, Town Secretary