

**TOWN OF FAIRVIEW
ECONOMIC/COMMUNITY DEVELOPMENT CORPORATION
MEETING MINUTES
AUGUST 4, 2016**

The Board of Directors of the Fairview Economic and Community Development Corporations held a regular session in Fairview Town Hall Council Chambers, located at 372 Town Place, on Thursday, August 4, 2016 at 5:30 p.m.

The following directors were present:

Warren Westberg Sim Israeloff Bill Nicol Robert Herrema Roy Serpa

The following directors were absent:

Mary Price Don Braun

The directors so present did constitute a quorum. Also present were Town Manager, Julie Couch; Economic Development Manager, Ray Dunlap and Event/Marketing Specialist, Shannon Craft.

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

Mr. Nicol made a motion to approve the consent agenda including the minutes of June 15, 2016 meeting, the May 2016 EDC monthly financial report, the May 2016 CDC monthly financial report, the June 2016 EDC monthly financial report and the June 2016 CDC monthly financial report. Mr. Israeloff seconded the motion and the motion was unanimously approved.

The Board discussed the updated agreement with Plano Children's Theatre for the new Fairview Youth Theatre; the board discussed how to work with the Theatre to best utilize it for the Town. Mr. Israeloff made a motion to approve an updated agreement with Plano Children's Theatre. Mr. Herrema seconded the motion and the motion was unanimously approved.

The Board discussed the status of the three marketing videos including minor changes including adding the new logo and some keywords.

The Board had an extended discussion regarding the marketing plan and new logo options. Mr. Nicol made a motion to approve the marketing plan; Mr. Herrema seconded the motion and the motion was unanimously approved. Mr. Israeloff made a motion to approve a logo; Mr. Herrema seconded the motion and the motion was unanimously approved.

Mr. Nicol made a motion to approve the strategic plan update; Mr. Israeloff seconded the motion and the motion was unanimously approved.

The Board had an extended discussion regarding incentive guideline options.

Mr. Israeloff made a motion to approve a NDA policy; Mr. Serpa seconded the motion and the motion was unanimously approved.

Mr. Herrema made a motion to approve action on the proposed FY2016-17 CDC budget; Mr. Serpa seconded the motion and the motion was unanimously approved.

The Board then received an update from Staff on EDC and CDC projects including the total amount spent on projects such as the half marathons and the holiday event. The Board requested a list of all CDC funded programs as well as a featured Town magazine article regarding the EDC and CDC goals as well funded projects.

The Board received a presentation from Staff regarding an award of excellence in economic development selecting the Fairview EDC as one of 34 EDCs out of 250 entered to win the award.

The Board then went into executive session at 7:25 p.m. under Section 551.087 regarding business prospects, deliberation concerning economic incentive negotiations within the CPDD and proposed developments within the CPDD.

The Board came out of executive session at 7:47 p.m.

Chairman Westberg adjourned the meeting at 7:48 p.m.

Warren Westberg, EDC/CDC President

ATTEST:

Shannon Craft, Event/Marketing Specialist