

AGENDA
MURPHY MUNICIPAL DEVELOPMENT DISTRICT MEETING
JULY 30, 2012 AT 7:00 PM
MURPHY COMMUNITY CENTER
205 NORTH MURPHY ROAD
HOMER ADAMS ROOM
MURPHY, TEXAS 75094



NOTICE is hereby given of a meeting of the Murphy Municipal Development District of the City of Murphy, Collin County, State of Texas, to be held on July 30, 2012 at the Murphy Community Center for the purpose of considering the following items. All agenda items are subject to action. This meeting is open to the public. Note: The MDD may convene into executive session pursuant to Section 551.071 of the Texas Government Code to consult with its attorney regarding posted items in the regular meeting.

CALL TO ORDER

Charles Buescher
President

ROLL CALL AND CERTIFICATION OF A QUORUM

David Cooper
Secretary

INDIVIDUAL CONSIDERATION

John Daugherty
Director

1. Approval of the Minutes from the June 26, 2012 MDD meeting.
2. Discussion on projects/programs in the Murphy Economic Development Department.
3. Consider and/or take action to upgrade infrastructure and provide additional parking for the Murphy Municipal Complex and adjoining Central Park.
4. Discussion on Municipal Development District's Board acting additionally in the capacity of the Murphy Economic Development Corporation.
5. Consider and/or take action on the proposed FY 2013 Municipal Development District Annual Budget.

Dennis Richmond
Director

Bernard Grant
Director

EXECUTIVE SESSION

The MDD board will hold a closed Executive Session pursuant to the provisions of Chapter 551, Subchapter D, Texas Government Code, in accordance with the authority contained in:

§ 551.087 Deliberation regarding economic development negotiations (1) to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; (2) to deliberate the offer of a financial or other incentive to a business prospect described by Subdivision (1).

RECONVENE INTO REGULAR SESSION

The MDD board will reconvene into Regular Session, pursuant to the provision of Chapter 551, Subchapter D, Texas Government Code, to take any action necessary regarding:

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TAKE ACTION, IF ANY, REGARDING EXECUTIVE SESSION

ADJOURNMENT

I certify that this is a true and correct copy of the MDD Meeting Agenda and that this notice was posted on the designated bulletin board at Murphy City Hall, 206 North Murphy Road, Murphy, TX 75094; a place convenient and readily accessible to the public at all times, and said notice was posted on July 27, 2012 by 5:00 p.m. and will remain posted continuously for 72 hours prior to the scheduled meeting pursuant to Chapter 551 of the Texas Government Code.

Kristen Roberts, Acting City Secretary

In compliance with the American with Disabilities Act, the City of Murphy will provide for reasonable accommodations for persons attending public meetings at City Hall. Requests for accommodations or interpretive services must be received at least 48 hours prior to the meeting. Please contact the Acting City Secretary at 972.468.4006 or kroberts@murphytx.org.

MMD Meeting 26JUN2012

Call to Order

The meeting was called to order at 7:02 pm

Roll call and certification of Quorum

Certified quorum with all members present; Charles Buescher, David Cooper, John Daugherty,

Bernard Grant and Dennis Richmond

Staff members present; James Fisher, Kristen Roberts

No guest or public attended meeting.

Individual Consideration

1. Approval of the minutes as submitted from the 16APR2012 meeting.
 - a. Motion by Bernard Grant to approve
 - b. Second by John Daugherty
 - c. Passed unanimously
2. Consider and take action on proposed Bylaws of MDD.
 - a. Motion by Bernard Grant to approve
 - b. Second by Dennis Richmond
 - c. Discussion on Item 2.8, still pending attorney review
 - d. Passed unanimously

Council adjusted agenda items to review item 4 prior to item 3.

Council entered Executive Session at 7:08 pm under State Code 551.087;

4. Received updates from Kristen Roberts on project status with various businesses and plots within Murphy, included overview of Wal-Mart new store and reallocation of existing site with a pre-bid meeting scheduled for 28JUN, CVS project has passed P&Z and will go to council 17JUL, other new potential business include—Braum's, Brinker/Chili, Applebee's, Dunkin Donuts, Learning Experience. Also had updates on the Albertson's location and surrounding businesses. Murphy Marketplace has a new marketing agreement with CBRE. Additional information regarding working relations with Retail Coach, and ongoing staff efforts to work with existing businesses on use of electronic store front and future initiatives in a city and business partnership.

Council returned to open meeting at 7:56 pm as regulated by code 551.087

3. Consider and take action on proposed FY2013 MDD Annual Budget.

Reviewed line items and received clarification from Mr. Fisher on revenue projections and initial proposed expenditures

There was no action taken pending council approval of overall city budgets.

=5. Discussion of goals for MDD

No discussion on this item, council can submit goals to James Fisher for addition to July meeting. Staff will provide copy of 2013 goals from city council to ensure alignment from MDD.

Item tabled by consent of all council members.

Meeting adjourned at 8:25 pm

David Cooper

27JUN2012 at 7:38am

Issue

Discuss update on projects/programs within the Murphy Economic Development Department.

Background

The Economic Development Department is staffed by one Economic Development Coordinator, Garin Giacomarro. Garin has become one of the main contact people for Murphy businesses and stays in direct contact with them weekly if not daily. He works closely with the Murphy Chamber of Commerce and works to promote Murphy based businesses.

There are numerous projects underway and pending to further opportunities for existing and upcoming businesses in Murphy.

Attachments

Economic Development Department Update 7/31/2012

Staff Recommendation

Discussion of Economic Development Department projects/programs.

James Fisher, City Manager

Submitted By

Murphy Economic Development Department
Update, 7/30/2012

Murphy Merchants Online (M2O)

A free online search engine, on the City of Murphy's website, specifically designed for convenient discovery and information gathering on Murphy businesses. Provides basic business information as well as options for coupons, menus, job listings, etc.

- Up and running at BuyMurphy.org
- Over 150 businesses in directory
- Main recruitment tool for business participation

Murphy Momentum

Email newsletter that provides up-to-date information on Murphy economic development activity. This includes information on businesses set to open, how many jobs have been gained, programs we're offering and more.

- Four newsletters have gone out (April, May, June, July), all available on city website
- Featured/New Businesses
- Once a month distribution

R-TIP (Receipt Turn In Program)

A Buy Murphy program designed to provide an incentive for shopping in Murphy and not limited to Murphy residents. For every \$500 worth of receipts an individual brings in from Murphy businesses, they get one \$25 gift card back.

- Project development and program details complete and ready for implementation
- Internal administration is in place
- Popular idea with business owners and residents

Munch In Murphy

A Buy Murphy program designed to attract outside interest by providing the employees of large corporations in neighboring communities an incentive to come to Murphy and eat. \$5 'bucks' would be distributed that include the name of participating restaurants and a map of Murphy's establishments.

- High level of interest with restaurant owners
- Relatively simple program to implement
- Great way to increase lunch-time traffic

City Hall Incubator

A way for the city to provide a direct and immediate benefit to smaller and/or new businesses who but lack the capital to own their own offices and meeting space.

- Allows business owners to set up rentable offices on the second floor of city hall
- Allows business owners access to meeting and training rooms on the second floor of city hall
- Serves as a direct tangible benefit to the businesses of Murphy
- Charges a relatively low fee while serving the community

Website Administration

Both BuyMurphy.org and the city website require occasional maintenance and updating. This includes adding new businesses into the M2O database and updating documents for the city.

- Keep economic development page up to date
- Upload various documents to keep information from becoming obsolete
- Keeps contact information public so residents know who to contact

Chamber Cooperation

Because the Murphy Chamber of Commerce works to support local businesses, it only makes sense that we work with them towards our shared goal. They are an important partner in the process. The main distinction between our two groups is the city's focus on exclusively Murphy businesses while the Chamber reaches out beyond Murphy's city limits.

- Regular attendance at the weekly business card exchange and luncheons (about 1/3 of attendees are from Murphy)
- Partnering with the Chamber to put on the educational seminar on 7/26
- Regular city employee attendance at ribbon cuttings
- Working internally to create proposal to host future educational seminars for Murphy businesses and residents and have Chamber partner with Buy Murphy. See **Collin County**

Community College Collaboration

Fishbowl Meetings

As a way to explore how the city can be of greater help and to facilitate greater communication between us and business owners, the city would have a regular meeting of industry leaders within the city. The industry would rotate continually over time.

- An early idea to bring together business owners/managers from different sectors of the community (restaurants, salon, big box, etc)
- Meet in the "fishbowl" (conference room on the second floor of city hall) and create a dialogue between the city and that individual industry
- Meet once a week/month/quarter (?)

Collin County Community College Collaboration

As a way to aid our local businesses, we're seeking speakers and training courses to bring to Murphy as a service to interested parties. Predominantly we're using the Small Business Development Center as our main resource.

- We're working to bring in expert speakers who can help small business owners or potential business owners in Murphy
- Additionally, job training/workforce development opportunities (We've reached out to the SBDC for more information and options)
- Murphy city hall has the space, CCCC has the resources; all we need is to combine them

Regular Business Visitation

In order to have a constant presence and make business owners feel like they have the city's attention on what matters to them, the Economic Development Coordinator, Garin Giacomarro, makes it a priority to travel about Murphy and get face time with nearly every business as often as possible.

- Garin personally canvasses Murphy every day to look around and scout for any potential major problems
- He also regularly set up meetings and meet face-to-face with business owners
- Each business owner has his card and they all go into an updated database with contact information

Recruiting

In our continuing mission to bring high quality establishments to Murphy and reach the city's fullest potential, several different locations and their parent companies have been contacted in order to begin a dialogue about bringing them here.

- Focus on full-service restaurants (Particularly on steakhouses and seafood)
- Have made contact through both conventions and cold calls/emails
- We have a recruitment package put together that shows all available space and approximate prices as well as Murphy's demographics
- Attending IEDC training in early August; a hands-on course covering the fundamentals of developing and implementing a high-impact marketing and attraction plan.