

**SHERMAN CITY COUNCIL
AND
SHERMAN ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS
JOINT MEETING AGENDA
COUNCIL CHAMBERS OF THE CITY HALL
220 WEST MULBERRY STREET
SHERMAN, TEXAS
FRIDAY, SEPTEMBER 14, 2007
12:00 NOON**

- A.1** [CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN,
RECOGNITION OF GUESTS AND VISITORS](#)

SEDCO Work Program 2007-2008

- B.1** [SEDCO WORK PROGRAM 2007-2008](#)
President's Presentation of the 2007-2008 Work Program
- B.2** [SEDCO WORK PROGRAM 2007-2008](#)
City Council to Discuss and Consider Approval of the SEDCO Work Program 2007-2008

SEDCO Budget 2007-2008

- B.3** [SEDCO BUDGET 2007-2008](#)
President's Presentation of the SEDCO Budget 2007-2008
- B.4** [SEDCO BUDGET 2007-2008](#)
City Council to Discuss and Consider Approval of the 2007-2008 SEDCO Budget

Other Business

- C.1** [OTHER BUSINESS](#)
- D.1** [ADJOURNMENT](#)
- [COUNCIL CALENDAR](#)



SHERMAN CITY COUNCIL

Agenda Communication Form

From: The Office of the City Manager

Date: 9-14-2007

Subject: Agenda Item No. A.1

**CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN,
RECOGNITION OF GUESTS AND VISITORS**

The Honorable Bill Magers, Mayor



SHERMAN CITY COUNCIL

Agenda Communication Form

From: The Office of the City Manager

Date: 9-14-2007

Subject: Agenda Item No. B.1

SEDCO WORK PROGRAM 2007-2008

President's Presentation of the 2007-2008 Work Program

Sherman Economic Development Corporation Work Program 2007-2008

Mission

Grow and diversify the Sherman and surrounding area economies through the addition of new jobs and investment of primary employers

Goals to promote capital investment and jobs:

- A. Retain and expand existing primary employers
- B. Recruit primary employers
- C. Facilitate government agency support for primary employers*
- D. Coordinate real estate, infrastructure, and workforce development to support primary employers

* Primary employers are those companies whose sales, service and shipments are ultimately used in statewide, national or international markets.

- A. Goal: Retain and Expand Existing Primary Employers

Strategy: Conduct a business retention/expansion program, maintaining close ties through regular contact with existing primary employers

Actions:

- 1. Visit primary employers a minimum of twice annually to learn about changes in their operations and to seek ways to help them strengthen their Sherman operations
- 2. Host plant manager forums as needed to create an opportunity to encourage local dialogue among Sherman Plant Managers
- 3. Make trips, when appropriate, to a local company's headquarters
- 4. Maintain and update a Sherman Primary Employers Directory for distribution to local businesses and prospects

B. Goal: Recruit Primary Employers

Strategy: Directly or indirectly facilitate the attraction of new primary employers through a targeted marketing campaign

Actions:

1. Present marketing materials to regional allies such as: utilities, real estate brokers, site consultants and the Office of Economic Development so that they may become familiar with Sherman
2. Host brokers/site consultants/allies at an event
3. Attend Corporate Real Estate Network (CoreNet) national meeting to generate prospect leads
4. Market available sites to potential investors and developers.
5. Maintain a current Web site to market Sherman
6. Work with regional allies on marketing opportunities
7. Participate in Texas Economic Development Council and International Economic Development Council meetings
8. Participate in marketing trips and industry specific trade shows to attract new primary employers
9. Annually evaluate targeted industry clusters to maximize marketing efforts.
10. Foster awareness of Sherman through appropriate advertising

C. Goal: Facilitate government agency support for primary employers

Strategy: Coordinate economic development in the Sherman area

Actions:

1. Meet regularly with community leaders to discuss and review local development issues
2. Update the City Council quarterly and present an annual report
3. Coordinate with the local, state and federal agencies such as the Texas Workforce Commission, Governor's Office of Economic Development, Economic Development Administration, Small Business Administration, Center for Workplace Learning and Workforce Texoma on available programs
4. Maintain a relationship with area educational institutions
5. Work with taxing entities on economic development incentives
6. Maintain representation on the Chamber of Commerce Board

D. Goal: Coordinate real estate, infrastructure, and workforce development to support primary employers

Strategy: Assist prospective employers with up-to-date, accurate location information

Actions:

1. Maintain a database on available buildings and real estate to respond to requests for such information
2. Work with the City, County and TxDOT on infrastructure necessary to promote or develop new or expanded business enterprises limited to streets and roads, rail spurs, water and sewer utilities, electric utilities, gas utilities, drainage, site improvements and related improvements, telecommunications and Internet improvements
3. Maintain a relationship with local workforce agencies such as the Sherman Independent School District, Austin College, Grayson Community College and Workforce Texoma to coordinate industry training needs



SHERMAN CITY COUNCIL

Agenda Communication Form

From: The Office of the City Manager

Date: 9-14-2007

Subject: Agenda Item No. B.2

SEDCO WORK PROGRAM 2007-2008

City Council to Discuss and Consider Approval of the SEDCO Work Program 2007-2008

Issue

This item will allow the City Council to ask questions of the Sherman Economic Development Corporation (SEDCO) Board and staff. It will also allow the City Council to discuss SEDCO's work plan and request changes as they see fit.

Background

The SEDCO by-laws require a joint meeting annually between the SEDCO Board and the City Council. The by-laws also state that the SEDCO work program and budget are not complete until they are approved by the City Council.

Origination

SEDCO

Financial Consideration

SEDCO is completely funded by 4A sales tax at the rate of 3/8 cents per \$1 of taxable sales. Therefore, there is no direct financial consideration for the City of Sherman.

Staff Recommendation

The staff recommends that the City Council discuss the SEDCO work program and request any changes that they feel are necessary. The staff further recommends approval of SEDCO's work program in its original or amended form, as the Council sees fit.

Alternatives

The City Council could reject the entire work plan and ask the SEDCO Board to start over completely.

Attachments

None – SEDCO Work Plan presented in preceding Agenda Item B.1

Prepared by:
Robby Hefton, Assistant City Manager/CFO

Approved by:
George Olson, City Manager



SHERMAN CITY COUNCIL

Agenda Communication Form

From: The Office of the City Manager

Date: 9-14-2007

Subject: Agenda Item No. B.3

SEDCO BUDGET 2007-2008

President's Presentation of the SEDCO Budget 2007-2008

Sherman Economic Development Corporation
Draft Budget FY 2007-2008
October 1, 2007 / September 30, 2008

	Fiscal Year 2002-2003	Fiscal Year 2003-2004	Fiscal Year 2004-2005	Fiscal Year 2005-2006	Fiscal Year 2006-2007		Fiscal Year 2007-2008	Percent Change
Beginning Fund Balance	\$ 5,507,121	\$ 6,846,915	\$ 5,228,043	\$ 5,947,212	\$ 8,300,000	\$ 7,736,369	\$ 8,542,272	2.92%
REVENUES								
Sales tax revenue	2,250,000	2,199,000	2,435,500	2,643,375	2,845,936	2,937,091	3,009,000	5.73%
Other revenue			45,000	86,375				
Interest	120,000	100,000	50,000	200,000	250,000	372,000	450,000	80.00%
Total Revenue	\$ 2,370,000	\$ 2,299,000	\$ 2,530,500	\$ 2,929,750	\$ 3,095,936	\$ 3,309,091	\$ 3,459,000	11.73%
EXPENSES								
Administrative								
Salaries	181,000	180,000	190,250	208,750	219,160	209,412	232,000	5.86%
Taxes	10,885	14,049	15,284	16,545	17,370	16,081	18,477	6.37%
Retirement/Insurance	45,935	61,000	72,925	81,788	88,100	94,941	93,000	5.56%
Total Administrative Expenses	\$ 237,820	\$ 255,049	\$ 278,459	\$ 307,083	\$ 324,630	\$ 320,434	\$ 343,477	5.81%
Percent of Revenue	10.03%	11.09%	11.00%	10.48%	10.49%	9.68%	9.93%	-5.30%
Operations								
Training	2,500	2,500	2,500	2,500	3,000	3,000	3,000	0.00%
Dues/Fees	4,690	3,800	3,730	4,250	4,500	4,400	4,500	0.00%
Auto	12,000	9,600	9,600	12,600	12,600	12,600	12,600	0.00%
Office Supplies	6,685	7,700	7,700	7,000	7,700	4,000	7,700	0.00%
Rent	35,160	32,200	32,200	32,200	30,000	27,690	30,000	0.00%
Communications	6,000	7,600	8,600	9,000	11,000	11,000	11,500	4.55%
Insurance	5,700	6,500	6,500	7,000	8,000	3,144	8,000	0.00%
Maintenance & Repairs	750	500	500	1,000	3,000	550	3,000	0.00%
Taxes			11,000	-	-		-	
Total Operating Expenses	\$ 73,485	\$ 70,400	\$ 82,330	\$ 75,550	\$ 79,800	\$ 66,384	\$ 80,300	0.63%
Percent of Revenue	3.10%	3.06%	3.25%	2.58%	2.58%	2.01%	2.32%	-9.94%
Programs								
Luncheons/Meetings	4,000	4,450	5,500	5,500	7,500	7,500	8,000	6.67%
Conferences	6,500	6,000	6,000	6,000	7,000	4,000	7,000	0.00%
Retention/Expansion	5,000	5,000	5,000	5,000	6,500	1,500	6,500	0.00%
Marketing/Attraction	103,650	128,000	116,000	132,000	135,000	133,500	165,000	22.22%
Contract Services	51,600	31,600	62,000	62,000	65,000	50,000	65,500	0.77%
Total Program Expenses	\$ 170,750	\$ 175,050	\$ 194,500	\$ 210,500	\$ 221,000	\$ 196,500	\$ 252,000	14.03%
Percent of Revenue	7.20%	7.61%	7.69%	7.18%	7.14%	5.94%	7.29%	2.06%
Total Expenses (Admin-Oper-Prog)	\$ 482,055	\$ 500,499	\$ 555,289	\$ 593,133	\$ 625,430	\$ 583,318	\$ 675,777	8.05%
Percent of Revenue	20.34%	21.77%	21.94%	20.25%	20.20%	17.63%	19.54%	-3.29%
Net Revenue/Loss	\$ 1,887,945	\$ 1,798,501	\$ 1,975,211	\$ 2,336,617	\$ 2,470,506	\$ 2,725,773	\$ 2,783,223	12.66%
Incentive Payouts (scheduled)	800,000	3,134,670	1,001,542	886,578	1,517,151	1,897,484	1,579,393	4.10%
Land and Infrastructure	250,000	1,000,000	250,000	1,250,000	250,000	13,397	250,000	0.00%
Capital Expenses	9,000	5,500	4,500	4,500	10,000	8,988	10,000	0.00%
Debt Service (P&I)	-	-	-	-	-	-	281,544	
Total Incentives/Invest/Capital Exp	\$ 1,059,000	\$ 4,140,170	\$ 1,256,042	\$ 2,141,078	\$ 1,777,151	\$ 1,919,869	\$ 2,120,937	19.34%
Total Op & Incentive Expenses	\$ 1,541,055	\$ 4,640,669	\$ 1,811,331	\$ 2,734,211	\$ 2,402,581	\$ 2,503,187	\$ 2,796,714	16.40%
Net Income (loss)	\$ 828,945	\$ (2,341,669)	\$ 719,169	\$ 195,540	\$ 693,355	\$ 805,904	\$ 662,286	-4.48%
Ending Fund Balance	\$ 6,336,066	\$ 4,505,246	\$ 5,947,212	\$ 6,142,752	\$ 8,993,355	\$ 8,542,273	\$ 9,204,558	2.35%
Reserved Fund Balance		\$ 4,505,246	\$ 4,132,698	\$ 5,992,752	\$ 6,506,000	\$ 6,506,000	\$ 5,112,334	-21.42%
Unreserved Fund Balance		\$ -	\$ 1,814,514	\$ 150,000	\$ 2,487,355	\$ 2,036,273	\$ 4,092,224	64.52%



SHERMAN CITY COUNCIL

Agenda Communication Form

From: The Office of the City Manager

Date: 9-14-2007

Subject: Agenda Item No. B.4

SEDCO BUDGET 2007-2008

City Council to Discuss and Consider Approval of the 2007-2008 SEDCO Budget

Issue

This item will allow the City Council to ask questions of the Sherman Economic Development Corporation (SEDCO) Board and staff. It will also allow the City Council to discuss SEDCO's budget and request changes as they see fit.

Background

The SEDCO by-laws require a joint meeting annually between the SEDCO Board and the City Council. The by-laws also state that the SEDCO work program and budget are not complete until they are approved by the City Council.

Origination

SEDCO

Financial Consideration

SEDCO is completely funded by 4A sales tax at the rate of 3/8 cents per \$1 of taxable sales. Therefore, there is no direct financial consideration for the City of Sherman.

Staff Recommendation

The staff recommends that the City Council discuss the SEDCO budget and request any changes that they feel are necessary. The staff further recommends approval of the SEDCO budget in its original or amended form, as the Council sees fit.

Alternatives

The City Council could reject the entire budget and ask the SEDCO board to start over completely.

Attachments

None – SEDCO Budget presented in preceding Agenda Item B.3

Prepared by:
Robby Hefton, Assistant City Manager/CFO

Approved by:
George Olson, City Manager



SHERMAN CITY COUNCIL

Agenda Communication Form

From: The Office of the City Manager

Date: 9-14-2007

Subject: Agenda Item No. C.1

OTHER BUSINESS



SHERMAN CITY COUNCIL

Agenda Communication Form

From: The Office of the City Manager

Date: 9-14-2007

Subject: Agenda Item No. D.1

ADJOURNMENT

The Honorable Bill Magers, Mayor



SHERMAN CITY COUNCIL

Agenda Communication Form

From: The Office of the City Manager

Date: 9-14-2007

Subject: Agenda Item No. N/A

COUNCIL CALENDAR

2007 CITY COUNCIL MEETINGS

JANUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

01/01/07 - New Year's Day Holiday - Council Meeting Not Called for 01/02/07
01/15/07 - M.L.K., Jr. Birthday - Called Council Meeting on 01/16/07
01/30/07 - 12:00 Noon Called Meeting for City Charter Briefing
02/19/07 - 12:30 PM Called Meeting re: City Manager's Employment
02/19/07 - Washington's Birthday - Called Council Meeting on 02/20/07
02/28/07 - 12:00 Noon Called Meeting to Appoint Acting City Manager
03/28/07 - 12:00 Noon Called Meeting re: Acting/Permanent City Manager Issues
05/12/07 - City Council Election
05/22/07 - 12:00 Noon Called Meeting to Canvass Election Results
06/01/07 - Budget Planning Meeting in Council Chambers

06/11/07 - Called Meeting to Attend Commissioner's Court Meeting
06/13/07 - Called Meeting re: Police & Fire Comp. Study
07/02/07 - Cancelled Pre-4th of July Council Meeting
07/09/07 - Called Meeting for Social Event at Lake Texoma
07/12-14/07 - Budget Workshop in Council Chambers
08/27/07 - 12:00 Noon Called Meeting for Appeal of P&Z Decisions
09/03/07 - Labor Day - Called Council Meeting on 09/04/07
09/14/07 - 12:00 Noon Joint Meeting with SEDCO Board
11/06/07 - Sales Tax Election
11/14/07 - 12:00 Noon Called Meeting to Canvass Election Results