



MINUTES OF THE REGULAR SCHEDULED MEETING OF THE BOARD OF DIRECTORS OF
THE SACHSE ECONOMIC DEVELOPMENT CORPORATION

Wednesday, June 11, 2014- 6:30 P.M.

STATE OF TEXAS

COUNTIES OF DALLAS AND COLLIN

The Board of Directors of the Sachse Economic Development Corporation convened in a public meeting at 6:30pm on Wednesday June 11, 2014, notice of the meeting having been posted as prescribed at the Sachse City Hall, 3815 Sachse Road, Building B, Sachse, Texas as required by Chapter 551, Local Texas Government Code. The roll of the duly constituted members of the Board of Directors was called, which members follow, to-wit:

Spencer Hauenstein, Mark Caldwell, Eric Dumois, Jeff Bickerstaff, Suzanne Politz, Ken Thomas, Marcia Harris-Daniel, Leslyn Blake

Call meeting to order at 6:33pm by Spencer Hauenstein, President of the Board.

- 1) Invocation and Pledge of Allegiance to the U.S. and Texas flags.

Mr. Thomas led the group in the Invocation and Pledge of Allegiance.

- 2) Regular agenda items:

14-2256- Consider and take action on minutes of the Sachse Economic Development Corporation regular meeting of May 14, 2014.

Mr. Bickerstaff made a motion to approve the minutes as written. Mr. Thomas seconded and the motion was approved unanimously.

14-2257- Reports and presentations by the Sachse Economic Development Corporation President, Board Members and CEO regarding special events, announcements and activities.

- a) Ms. Blake stated that the Red, White, and Blue blast is on July 3, 2014. VIP parking passes are available to members of the board.
 - The official Walmart grand opening is July 16, 2014. The SEDC is assisting Walmart with their festivities by recruiting talent for their Grand Opening and providing introductions and other assistance.
 - A co-op ad was purchased in *In and Around* magazine and the cost was shared with the Chamber of Commerce.
 - Ms. Blake stated that Sachse is only two residential permits behind Wylie, YTD.

- Ms. Blake stated that Laguna Madre Traders plans to open in September.
- Ms. Blake did a presentation to the City Council last Monday and it was well-received. The presentation covered SEDC accomplishments over the past year and a look at the future for the SEDC.
- Ms. Blake stated that the SEDC intern, Hena Hafizullah, had been putting together a comparison for the SEDC and its competitors on social media and websites.
- The Sachse Regional Medical Center's groundbreaking day has been moved to September.
- Ms. Blake provided a summary of her trip to the ICSC event in Las Vegas in May. Ms. Blake, Ms. Harris-Daniel, and Mr. Dumois came back with very strong leads. They had 27 face-to-face meetings. They received positive feedback. Ms. Harris-Daniel agreed that it was a very good learning lesson for the SEDC. Mr. Dumois stated that some retailers had Sachse within their circle of interest.

14-2267-

Consider receiving the Monthly Revenue and Expenditure Report for the period ending April 30, 2014 and the preliminary Budget Report for May 2014.

Ms. Teresa Savage presented the Monthly revenue and Expenditure Reports.

Mr. Bickerstaff made a motion to accept the report as presented. Ms. Politz seconded the motion and the motion carried unanimously.

14-2258-

Adjourn to Executive Session pursuant to Texas Government Code Section 551.087 Deliberation of Economic Development Negotiations:

A. Discussion of economic development incentive for Direct Development, to attract a retail business prospect to locate in northeast part of the City.

B. To receive a report of activity from prospecting event in Las Vegas, May 18-20. Executive Session pursuant to Texas Government Code Section 551.072 Deliberation of the purchase, sale, and license of real property generally located in southeast part of the City.

A. To discuss or deliberate an offer by NEXmetro represented by Henry S. Miller to purchase property from the Sachse Economic Development Corporation.

- At 6:45pm Ms. Harris-Daniel made a motion to Convene to Executive Session. Mr. Caldwell seconded and the motion was carried unanimously.

- At 8:30pm Mr. Bickerstaff made a motion to Convene to Open Session. Ms. Harris-Daniel seconded and the motion carried unanimously.

Mr. Bickerstaff made a motion to authorize staff to conclude negotiations with NEXmetro to purchase property owned by the Sachse Economic Development Corporation. Ms. Harris-Daniel seconded and the motion was carried unanimously.

14-2270-

Consider and take action regarding a proposal by the Retail Coach for consulting services to prepare a market analysis, retail matching and retail recruitment services for the Sachse EDC.

Ms. Blake stated that the Retail Coach has been used by both the Murphy and Wylie EDC and both the Murphy and Wylie EDC highly recommend them. Mr. Aaron Farmer, Vice President of the Retail Coach, provided a brief history of the

Retail Coach and a summary of their services. Mr. Farmer agreed to state in the contract that their costs would not exceed \$40,000. Mr. Farmer stated that The Retail Coach provided geo-mapping services, license plate analysis, and much more in the package.

Mr. Caldwell made a motion to authorize the SEDC staff to negotiate with The Retail Coach and retain them for a period not to exceed 12 months. The motion was seconded by Ms. Harris-Daniel and passed unanimously.

14-2259-

Discuss and consider action related to the search for a consultant for State Hwy. 78 Beautification.

Ms. Blake reviewed the proposal for a beautification study from an engineering design firm and requested permission to invite other firms to submit proposals as well.

Mr. Bickerstaff made a motion for the CEO to send an RFP for consultancy for the State Highway 78 Beautification project. Ms. Politz seconded and the motion was passed unanimously.

14-2260-

Review and discuss SEDC Mission and Goals.

Ms. Blake provided an update on accomplishments from the Mission and Goals outlined in 2011. She asked the board to consider developing a five-year strategic plan perhaps with the help of a facilitator. Ms. Blake proposed that the Board participate in a one hour workshop for the next three months to develop a mission and a set of goals.

14-2261-

Discuss and consider the preliminary 2014-2015 Sachse Economic Development Corporation Annual Budget.

Ms. Blake explained the slight change in the budget presented from the previous month. The wages/salary line item increased \$1,037 due to new rates from unemployment tax.

14-2265-

Discuss and consider approval of new marketing collateral items.

Ms. Blake presented the need for two new marketing items. The current aerial map is dated at four years old and in need of an update and reprint. She also requested funds to produce a video.

Mr. Caldwell made a motion to authorize Ms. Blake to spend an amount not to exceed \$4,000 on the video. Mr. Bickerstaff seconded and the motion was passed unanimously.

14-2266-

A presentation and discussion on industrial property in Sachse to determine target industries.

Ms. Blake asked the Board what their criteria for industrial use was for the land zoned industrial on Hwy. 78. Ms. Blake stated that she had received several RFPs from industrial firms through the state and needed to understand the desires of the board regarding industry categories. Mr. Caldwell suggested rezoning the area residential. Mr. Bickerstaff noted concern regarding access to the property if industries were to build there. Mr. Dumois asked if Class A office space might be a

good target. Ms. Blake stated that there were many uses that fell under the I1 and I2 industrial zoning and that they may find other options to fill the area.

14-2263-

Discuss screening wall at Holiday Village RV Park on Hwy. 78.

Mr. Bickerstaff discussed the differences between a screening wall and a noise-abatement wall. Mr. Caldwell requested that Ms. Blake contact the property owner to discuss the issue and report back to the Board. Mr. Hauenstein requested that Ms. Blake bring pricing for options for screening to the next meeting.

14-2264-

Discuss the time of the monthly SEDC Board Meeting.

Ms. Blake asked the board whether the time of the board meeting is a hardship for anyone. Ms. Politz stated that moving the board meeting to an earlier time would be a hardship for her

14-2262-

Future Agenda Items

No future agenda items were requested.

3) Adjournment

At 10:14pm Mr. Caldwell made a motion to adjourn. Ms. Politz seconded and the motion carried unanimously.



Spencer Hauenstein, President



Leslyn Blake, CEO