

MINUTES OF THE SPECIAL CALLED MEETING
OF THE BOARD OF DIRECTORS
OF THE SACHSE ECONOMIC DEVELOPMENT CORPORATION

NOVEMBER 11, 2009 §
STATE OF TEXAS §
COUNTIES OF DALLAS AND COLLIN §

The Board of Directors of the Sachse Economic Development Corporation convened in public meeting at 7:00 p.m. on November 11, 2009 notice of the meeting having been posted as prescribed at Sachse City Hall, 5560 Highway 78, Sachse, Texas, by Chapter 551, Texas Government Code. The roll of the duly constituted members of the Sachse EDC Board of Directors was called, which members are as follows, to-wit:

Bill Adams
Darrell Lensch
Jared Patterson
Pat McMillan
Todd Ronnau
Stephen Stanley
Mark Timm
Allen Barnes, Interim Executive Director
Cathy Cade, Recording Secretary

1. **Call meeting to Order:** Mr. Timm called the meeting to order at 7:00 pm.
2. **Roll Call:** At roll call, all members of the Sachse EDC Board of Directors was present and a quorum was constituted.
3. **Minutes of the Sachse Economic Development Corporation Meetings for the following dates:**
 - a) October 14, 2009
 - b) November 4, 2009Mr. Adams made a motion to approve the minutes fir both dates as presented. The motion was seconded by Mr. Stanley and passed unanimously.
4. **Reports:**
 - a) **President:** Mr. Timm mentioned a Chamber of Commerce event called "Men Who Cook" that he was invited to participate it. Mr. Stanley elaborated on the event saying it was a first time event for the Chamber and was to take place on December 11, 2009 at the Swingin' D Ranch.
 - b) **Board Members:** No reports
 - c) **Executive Director:** Mr. Barnes reported that the EDC offices had been moved to City Hall and work was being started to organize there. Mr. Barnes met with Drs. Troung and Le, the current lease holders of the old EDC offices. Negotiations regarding the lease have begun. Initially they are asking for 75% of the lease. The storage building we are using has been filled to capacity and additional storage space is needed. Steve Stanley offered space the Chamber of Commerce has in a 4-car garage.
Mr. Barnes further reported that he had conducted meetings with several individuals interested in locating in Sachse. Locations are still under confidential consideration. Mr. Patterson inquired if a wish list from the Board would be helpful in determining what types of establishments would be welcome. Mr. Barnes indicated in the affirmative and mentioned that subsequent agenda items would address that.
Mr. Barnes informed the Board that EDC packets would now be posted on the EDC website and eventually on the Sachse website as well. These electronic posting would not replace the hard copy packets at this time.

5. **Citizen Forum**

No response from audience.

6. **Consideration and action regarding a resolution establishing a revised policy governing the investment of Sachse Economic Development Corporation funds.**

Mr. Barnes stated that the Board is required by Charter and by the Public Fund Investment Act (PFIA) to annually review and to pass a resolution establishing a revised investment policy that pertains to all funds and resources under the City's control and is accounted for in our Comprehensive Financial Report. The policy maintains four (4) criteria: safety, liquidity, public trust and return on investments. Currently funds are invested with TexPool, 1st Texas and Cedars. All funds are 102% collateralized. Very minor word changes as dictated by legislation have been made. Staff recommends approval of a resolution establishing a revised policy governing the investment of Sachse Economic Development funds. Being no further questions from the Board, a motion by Mr. Stanley to approve action regarding the resolution establishing a revised policy governing the investment of Sachse Economic Development funds and authorizing the President of the organization to execute as such was made. The motion was seconded by Ms. McMillan and motion passed unanimously.

7. **Consideration and action regarding a resolution approving the Broker/Dealers authorized to provide investment services to the Sachse Economic Development Corporation.**

Mr. Barnes stated that the Public Funds Investment Act (PFIA) and the Sachse Economic Development Corporation Investment Policy states that a list of approved security broker/dealers authorized to provide investment services to the EDC be approved by the Board annually. The list presented to the Board had been approved by City Council on November 2, 2009. There being no further comments/questions from the Board a motion was made by Todd Ronnau to approve the resolution approving the Broker/Dealer's authorized to provide investment services to the Sachse Economic Development Corporation. The motion was seconded by Mr. Patterson and passed unanimously.

8. **Consideration and action regarding the donation of funds earned from Fallfest to a charity of the Board's choosing.**

Mr. Barnes informed the Board that through participation in the Sachse Fallfest event, the EDC raised \$118.00. Last year \$187.05 was raised and subsequently donated to Armstrong Elementary. Staff is recommending that the Board donate the funds to a local charity of their choosing. Ensuing discussion brought to light several ideas/suggestions for worthy organizations for consideration, which included the Sachse Historical Society and the Small Business Library among others. Ms. McMillan mentioned that a set of guidelines for donating needed to be put into place. Since there was no urgency in making this donation and the Board wished to see a policy put in place, a motion was made by Mr. Stanley to withdraw Item #8. A second was made by Mr. Lensch and passed unanimously.

9. **Consideration and action regarding amending the Sachse Economic Development Corporation Marketing Plan.**

Mr. Barnes gave an overview of his understanding regarding the SEDC's marketing plan and the Council's subsequent rejection of the Form Based Code for an Overlay. Mr. Barnes requested direction from the Board on how they would like to proceed. Discussion brought to light previous marketing plan ideas such as a trade show booth and a brochure. Concerns were voiced over delays in moving forward as well as waiting to hire the new EDC Director and/or a professional marketing firm. Ideas were stated such as the need for the City to have individuality, a slogan, and a polished look. A concern was also mentioned about the level of expertise needed in the new EDC Director. Mr. Barnes offered to redline mention of the Form Based Code and TIP in the current plan and have a marketing firm come speak with the Board at a December / January meeting. Sachse resident Mr. Dave Sanford of 3718 Trailridge Dr voiced a concern that the SEDC know what's going on in the 190 corridor by other entities so that Sachse may be complimentary with the efforts of these others. He wanted to know if it was

feasible to get together with neighboring cities such as Garland and Rowlett and share our ideas and goals so as to be complimentary rather than competitive. Response from the Board addressed the idea that when it comes to a tax base issue, each city will push to do what's best for their residents. Mr. Barnes suggested that since Ms. Johnson of Johnson & Associates search firm, an economic development expert, is to be present at the next meeting, that she could address some of these issues at that time. Mr. Timm stated that at this time the Item would be withdrawn. No motion was necessary and Staff was directed to reword the marketing plan by deleting mention of the Form Based Code and Tip, and adding the Overlay District. The Item would then be brought back for the Board's consideration.

10. Consideration and action regarding creating 2010 Goals and Objectives for the Sachse Economic Development Corporation.

Mr. Timm mentioned that discussions with the former EDC Director had taken place but that nothing had been brought back to the Board. Mr. Barnes suggested that he take information from the notes/recordings from those discussions and recreate and rework those efforts and bring that information back to the Board. Discussion then ensued reiterating a few of the goals and objectives notes. Shop Sachse / Support Sachse; getting the word out about what actually is in Sachse; spending your dollars in Sachse really does affect your community; the downtown area of Sachse; available properties in Sachse; purchasing properties in the Overlay District or just looking at the properties without taking action. A few slogans were suggested because of the strides made in Sachse with wind power and environment/energy efficiency in building our new municipal complex such as "All Roads LEED to Sachse" and "Green with Envy to Live in Sachse". Mr. Timm stated that no action was needed and for Staff to rework the item from previous notes and bring it back to the next meeting.

11. Adjourn

Mr. Ronnau made a motion to adjourn. Mr. Stanley seconded the motion. The motion passed unanimously.

Adjournment: There being no further business the meeting was adjourned.

The meeting adjourned at 8:17 p.m.

Approved:

Mark Timm, President

Attest:
