



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

Tuesday, August 12, 2014

STATE OF TEXAS

COUNTIES OF DALLAS AND COLLIN

The Board of Directors of the Sachse Economic Development Corporation convened in a public meeting at 5:00 PM on Tuesday August 12, 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 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

Jeff Bickerstaff and Suzanne Politz were not in attendance.

Call meeting to order at 5:11 PM 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 the Pledge of Allegiance.

- 2) Regular Agenda Items:

**14-2363-** Consider and take action on minutes of the Sachse Economic Development Corporation regular meeting of July 9, 2014.

Mr. Dumois made a motion to approve the minutes as written. Ms. Harris-Daniel seconded and the motion was carried unanimously.

**14-2364-** Reports and presentations by the Sachse Economic Development Corporation President, Board Members and CEO regarding items of community interest, special events, announcements and activities, office, industrial, commercial, retail, and business retention project and marketing activities.

CEO Report:

- Ms. Blake began with a report on prospecting activities with the Retail Coach
- A Sachse resident inquired regarding a location for his direct marketing company. The Sachse Chamber of Commerce building is a possibility. Ms. Blake referred him to the City Manager and they are discussing.
- The 5.7 acre land on the northwest corner of Woodbridge parkway and Hwy 78 near Walmart has been sold to Integral Realty Services. They have been approved for five lots.
- Ms. Blake met with a potential new operator for the Sachse Regional Medical Center. She put him in touch with Bill Persefield and will report back on progress.

- Social media activity is picking up with 28 likes on Facebook and 10 followers on Twitter.
- Sachseedc.com is receiving 12,000-13,000 unique visitors each month.
- NTCAR's commercial expo is coming August 28. Ms. Blake will be making appointments with top players in the Real Estate business that are attending the event.
- Ms. Blake attended the Texas House Select Committee on Economic Development Incentives reception. The Committee is reviewing the state-wide Economic Development Incentive program and making recommendations.
- IEDC and ICSC are holding their annual events this fall. Ms. Blake asked the board whether anyone would like to attend with her.
- Mr. Hauenstein asked Ms. Blake to put together a workshop about entrepreneurship and franchises.

**14-2365-** Consider receiving the Monthly Revenue and Expenditure Report for the period ending June 30, 2014 and the preliminary Budget Report for July 2014.

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

Ms. Harris-Daniel made a motion to accept the report as presented. Mr. Thomas seconded and the motion was carried unanimously.

**14-2366-** Discuss and consider action related to the search for a consultant for State Hwy. 78 Beautification.

The Board of Directors deliberated between the Halff and Bury firms for the Highway 78 beautification project.

Mr. Caldwell made a motion to choose Halff as the consultant for the State Hwy. 78 Beautification project. Ms. Harris-Daniel seconded and the motion carried unanimously.

**14-2371-** Consider and take action regarding a funding request for a project for the City of Sachse, funding a portion of the President George Bush Turnpike Phase 1 Sanitary Sewer project, in an amount not to exceed \$2,500,000.

Mr. William George, City Manager, presented a funding request for a portion of the President George Bush Turnpike Phase 1 Sanitary Sewer project. Mr. George explained the City is collaborating with the City of Garland on this project.

**14-2372-** Consider and take action regarding a funding request for a project for the Sachse Historical Society, to expand space, build a storage facility, and restore a section of the Sachse Historical Museum, in an amount not to exceed \$14,758.

Ms. Blake stated that the actual amount that the Sachse Historical Society was requesting was \$11,758.

Mr. Lloyd Henderson, Sachse Historical Society, presented his funding request for the Sachse Historical Society. Mr. Henderson presented a short video of items requested. Some items include cabinets, a storage facility, and a restoration of original jail cells.

Mr. Caldwell made a motion to approve the funding request for the Sachse Historical Society in an amount not to exceed \$11,758. Mr. Dumois seconded and the motion was carried unanimously.

**14-2374-** Consider and take action regarding a funding request for a project for Laguna Madre Traders, LLC, to fund infrastructure improvements and finish out for store located at 7010 Hwy. 78, in an amount not to exceed \$111,500.

Ms. Sylvia Phillips, Project Manager for Laguna Madre Traders, presented her funding request for the store located at 7010 Hwy. 78. Part of the improvements will be for replacing the flooring and relocating a fire hydrant.

**14-2367-** Consider and take action regarding a beautification initiative at the northeast corner of Hwy.78 and Bunker Hill.

Ms. Blake suggested placing a clock tower at the northeast corner of Hwy 78 and Bunker Hill as a gateway monument into the City of Sachse.

The Board of Directors decided to consult the Halff firm for the beautification initiative at the northeast corner of Hwy 78 and Bunker Hill.

Mr. Caldwell made a motion to move up agenda item 14-2373. Ms. Harris-Daniel seconded and the motion was approved unanimously.

**14-2373-** Discuss report by Aaron Farmer with The Retail Coach, regarding project progress on contract deliverables.

Mr. Farmer presented project progress to date. His report included data from license place analysis, competition, and gap opportunity analysis.

**14-2375-** 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. Deliberation regarding economic development negotiations of a financial or other incentive to the City of Sachse.

C. Deliberation regarding economic development negotiations of a financial or other incentive to the Sachse Historical Museum.

D. Deliberation regarding economic development negotiations of a financial or other incentive to Laguna Madre Traders, LLC.

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.

To receive an update on pending transaction with NEXmetro represented by Henry S. Miller to purchase property from the Sachse Economic Development Corporation.

At 7:06 PM Mr. Caldwell made a motion to convene into Executive Session. Mr. Thomas seconded and the motion was carried unanimously.

- At 8:55 PM Mr. Caldwell made a motion to convene into Open Session. Ms. Harris-Daniel seconded and the motion was carried unanimously.

Mr. Caldwell made a motion to conditionally approve a grant to Direct Holdings LLC subject to the City Council's final approval. Mr. Dumois seconded and the motion carried unanimously.

**14-2377-** Consider and take action regarding Resolution 081214-2 authorizing the executive director to negotiate and execute one or more agreements with the City of Sachse and the Board of Directors of the City of Sachse Tax Increment Financing Zone No. One for the design, construction and

funding of the President George Bush Tollway Sanitary Sewer Phase I Project; and providing for an effective date.

Mr. Thomas made a motion to approve the funding request of the City of Sachse. Ms. Harris-Daniel seconded and the motion was carried unanimously.

- 14-2370-** Consider and take action regarding Resolution 081214 approving and adopting the Sachse Economic Development Corporation annual budget for the fiscal year beginning October 1, 2014, and ending September 30, 2015 as presented.

Ms. Blake explained that upon approval they will present the budget to the Sachse City Council for approval.

Ms. Harris-Daniel made a motion to approve the resolution. Mr. Thomas seconded and the motion was carried unanimously.

- 14-2368-** Discuss screening wall at Holiday Village RV Park on Hwy. 78.

Ms. Blake suggested options such as fences, concrete walls, or trees to be used as a screen for the Holiday Village RV Park. Ms. Blake suggested consulting with the Halff firm and then developing a plan.

- 14-2369-** Future Agenda Items

No future agenda items.

3) Adjournment

At 9:17 PM Mr. Caldwell made a motion to adjourn. Ms. Harris-Daniel seconded and the motion passed unanimously.

  
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Spencer Hauenstein, President

  
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Leslyn Blake, CEO