



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

Wednesday, February 11, 2015

STATE OF TEXAS

COUNTIES OF DALLAS AND COLLIN

The Board of Directors of the Sachse Economic Development Corporation convened in a public meeting at 6:30 p.m. on Wednesday, February 11, 2015, 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 role of duly constituted members of the Board of Directors was called, which members are as followed, to-wit:

Spencer Hauenstein, Mike VanBuskirk, Jeff Bickerstaff, Suzanne Politz, Ken Thomas, Marcia Harris-Daniel, Leslyn Blake

Call meeting to order at 6:31 PM by Spencer Hauenstein, President of the Board.

1. Invocation and Pledge of Allegiance to the United States and Texas flags.

Mr. Bickerstaff led the group in invocation and the group in the Pledge of Allegiance.

2. Consent Agenda

15-2677- Consider and take action on minutes of the Sachse Economic Development Corporation regular meeting of January 14, 2015.

15-2686- Consider receiving the Monthly Revenue and Expenditure Report for the period ending December 31, 2014 and the summary Budget Report for January 2015.

Mr. Bickerstaff made a motion to approve the Consent Agenda, Ms. Harris-Daniel seconded and the motion passed unanimously.

3. Regular Agenda Items

15-2678- Executive Session pursuant to Texas Government Code Section 551.087
Deliberation of Economic Development Negotiations: Deliberation regarding economic development incentive for retail or commercial business projects seeking to locate within the City of Sachse.

- At 6:34 PM Mr. Hauenstein made a motion to Convene to Executive Session.

- At 7:18 PM Mr. Hauenstein made a motion to Convene to Open Session.

15-2679- Discuss and consider action related to proposals for a feasibility study for industrial zoned land on Hwy. 78.

The board discussed the differences between the Catalyst-Halff and Parsons-Brinkerhoff proposals for the feasibility study.

Mr. VanBuskirk made a motion to accept the proposal from Parsons-Brinkerhoff. Ms. Politz seconded and the motion was passed 4-2.

15-2683- Discuss and consider action related to a Strategic Marketing Plan for the Sachse EDC.

Ms. Blake presented for approval, a draft comprehensive marketing plan which had been approved by the SEDC Marketing Committee.

Ms. Politz made a motion to approve the Strategic Marketing Plan. Mr. Bickerstaff seconded and the motion passed unanimously.

15-2680- Reports and presentations by the Sachse Economic Development Corporation President, Board Members, CEO and Staff regarding items of community interest, special events, announcements and activities, office, industrial, commercial, retail, and business retention project and marketing activities.

Ms. Blake presented an update on several projects staff is currently working on including:

- A focus group meeting with Hwy. 78 stakeholders to garner feedback on beautification recommendations.
- Preparations for the ICSC conference in May. Ms. Harris-Daniel volunteered to attend.
- Laguna Madre is planning their grand opening for March but hasn't finalized a date.
- Logistics with the land sale at 2 Ben Davis Road.

15-2681- Future agenda items.

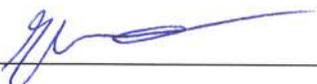
-Entrepreneur and Franchise Workshop.

15-2682- Discussion in Strategic Planning Session.

The Board and Ms. Blake discussed the results from the last strategic planning session and narrowed down future goals for Sachse into categories.

4. Adjournment

At 9:13 PM Mr. Thomas made a motion to adjourn. Mr. Bickerstaff seconded and the motion passed unanimously.



Spencer Hauenstein, President



Leslyn Blake, CEO