



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

Thursday, April 21, 2016

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 Thursday, April 21, 2016, 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, Marcia Harris-Daniel, Karlos McGhee, Lyndsey Rhode, Niloufer Watkins, Leslyn Blake-ex-officio, Gina Nash-ex-officio

Absent: Lyndsey Rhode

Meeting called to order at 6:32 PM by Spencer Hauenstein. Invocation offered by Jeff Bickerstaff and Mike VanBuskirk led in the Pledges to United States and Texas flags.

1. Consent Agenda

16-3314 Consider and take action on minutes of the Sachse Economic Development Corporation regular meeting of March 17, 2016.

Mr. Bickerstaff made motion to approve the Consent Agenda and motion seconded by Mr. VanBuskirk. Motion was passed.

2. Regular Agenda Items:

16-3318 Consider receiving the Monthly Revenue and Expenditure Report for the period ending February 29, 2016, the preliminary summary Budget Report for March 2016, and an update on recent financial activity in the SEDC.

Explanation and review of three reports presented by Ms. Teresa Savage. Grant expended for sewer project funded by SEDC to utility fund.

Mr. Bickerstaff made motion to receive reports as presented by Ms. Savage and Mr. McGhee seconded motion. Motion was passed.

16-3310 Discuss SEDC Board Orientation with Attorney.

Mr. Pete Smith gave a presentation regarding SEDC Board public information, posting of agenda, notice of meeting, email and phone communications, discussions as well as confidentiality issues in executive sessions.

16-3316 Presentation by City of Sachse Engineering and Public Works Department Director Greg Peters, to update SEDC Board regarding departmental projects and priorities.

Mr. Peters updated the Board on a variety of projects he oversees within his department including:

- New Water Tower to be added at PGBT
- Third sewer connection to Garland, funded by SEDC to provide infrastructure for PGBT properties
- Sachse Road to be widened summer 2017-2018
- State Hwy 78 and Fifth Street lighting installations begin this summer from Bunker Hill to Fifth Street
- Future Capital Road Projects

16-3312 Consider and take action on the SEDC 2016 Draft Strategic Marketing Plan.

Ms. Blake made adjustments requested by SEDC Board. Ms. Blake to get more bids on promotional video before pursuing. Increased annual event sponsorship to \$10,625.

Ms. Watkins made motion to approve the SEDC 2016 Draft Strategic Marketing Plan as presented and Mr. VanBuskirk seconded. Motion was passed.

16-3311 Make appointment to the Comprehensive Plan Advisory Committee (CPAC)

City Council has requested a member of the Sachse EDC Board to serve on CPAC 10 member board.

Mr. Bickerstaff moved that Niloufer Watkins be nominated to serve on the CPAC Board, Ms. Harris-Daniel seconded. Motion passed.

16-3308 Consider and take action on 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, business retention and marketing projects.

Ms. Blake reported the following activities:

- Attended Lizzie Bee's 5<sup>th</sup> Anniversary party

- Testified at Hearing in Garland before Angie Chen Button regarding 4B funds used in Sachse Economic Development
- Attended LA Fitness Grand Opening with Brandon Newman, General Mgr. expressing appreciation for assistance provided by SEDC
- Reported to City Council first quarterly activities of SEDC. Reports will continue on a quarterly basis.
- Working on 2 Ben Davis property sale
- Sachse Plaza request for pad site approved by P & Z
- Helped create list of stakeholders for CPAC
- ICSC planning and appointments. Several appointments made for May 23<sup>rd</sup> and 24<sup>th</sup> in advance.
- Hwy 78 Beautification Plan to be presented on May 2<sup>nd</sup> to City Council
- Finalized \$18,000 contract with Catalyst for Retail Market Research Optimization Study which should be completed by next month
- Met with Molly Hall regarding Sachse Chamber marketing strategy. Molly is trying to put a committee together to create a marketing plan.

#### MARKETING:

- Several sponsorship opportunities to be considered are: *Bisnow, NTCAR, Franchise Expo, Business Expo, North Texas CCIM, Dallas Business Journal, and Dallas Start Up Week*
- Two News Releases generated and posted on SEDC website
- Demographic Study should be ready for next meeting
- Sachse High School teacher meeting with Ms. Blake next week to discuss possible partnership with Sachse High for social media needs
- Working on Sachse promotional video for ICSC and as marketing tool

Ms. Watkins asked for future SEDC Board packets to be available for pickup at dispatch or delivered to her residence.

Mr. VanBuskirk complimented Ms. Blake on her excellent presentation at the Garland Hearing with Angie Chen Button which he also attended.

16-3309 Future Agenda items

-Entrepreneur and Franchise Workshop-Planning in Progress 4/16

**At 8:13 p.m. Mr. Hauenstein made a motion to convene to Executive Session.**

16-3315 A. 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 or expand within the City of Sachse.

B. Executive Session pursuant to Texas Government Code Section 551.072  
Deliberation of Economic Development Negotiations:

Deliberation regarding real estate offers to purchase property: To discuss or deliberate an offer by Serene Builder represented by Odie Hall Realtors to purchase property from the Sachse Economic Development Corporation.

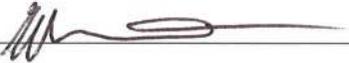
**Open Meeting reconvened at 8:56 p.m.**

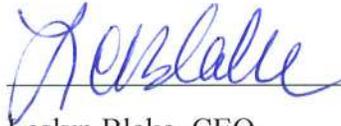
- Consider any action necessary as a result of executive session:

Mr. Bickerstaff made motion SEDC CEO be authorized to negotiate and execute the contract between Odie Hall Realtors and Sachse EDC. Motion seconded by Mr. McGhee. Motion passed.

Adjournment

- At 8:58 p.m. meeting was adjourned by Spencer Hauenstein.

  
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Spencer Hauenstein, President

  
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Leslyn Blake, CEO