

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

January 12, 2011
STATE OF TEXAS§
COUNTIES OF DALLAS AND COLLIN§

The Board of Directors of the Sachse Economic Development Corporation convened in a public meeting at 7:00 p.m. on Wednesday, January 12, 2011, notice of the meeting having been posted as prescribed at 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 are as follows, to-wit:

Todd Ronnau	Kenneth Thomas
Darrell Lensch	Mark Caldwell
Mark Timm	Brian Poff
Jared Patterson	Carlos Vigil, Executive Director

1. **Call the meeting to order:** At 7:04 p.m. President Mark Timm called the meeting to order. Mr. Lensch led the group in the Pledge of Allegiance to the United States of America and Texas flags.
2. **Roll Call:** All the members of the Board were present.
3. **Minutes of the Sachse Economic Development Corporation Meetings for the following dates:**
December 8, 2010
Mr. Patterson made a motion to accept the minutes as presented. Mr. Ronnau seconded and the motion carried unanimously.
4. **Reports:**
 - a. President – Mr. Timm reminded everyone about the Boards and Commission banquet. He asked that if anyone was attending to RSVP to Denise Vice.
 - b. Board Members – No reports.
 - c. Executive Director – Mr. Vigil noted the activities with helping to set up the Farmer’s Market operation and compiling the agendas for the joint meeting and the SEDC regular meeting.
 - d. Financial Report – Mr. Vigil noted the Budget Summary in the agenda packet. He explained the discrepancy in the utilities and communication line item and stated he is working with city staff to clarify the charges.
5. **Citizen Forum:** None presented.
6. **Consideration and action regarding a presentation by Fire Chief Doug Kendrick and Code Enforcement Officer Doug Angle on the status of the Industrial Park.**
Mr. Vigil reviewed the Board’s initiative to make improvements to the industrial park and introduced Fire Chief Doug Kendrick. Chief Kendrick gave a brief history of the ongoing challenges with the industrial park and the program that has been initiated by the city to assist the property owners in making improvements to their sites. Chief Kendrick introduced Doug Angle, Code Enforcement Officer of the City of Sachse. Mr. Angle had a presentation with before and after photographs of small milestones in the improvements. Chief Kendrick presented the next steps to occur are to invite property owners at the industrial park to determine the priorities for any investments to be made by the SEDC or the city.
7. **Consideration and action regarding a presentation by Chas Stoker of Buxton on status report of the Retail Trade Analysis.**
Mr. Stoker made a presentation to the Board on the Retail Site Assessment and Strategy. He presented all of the findings of the report and reviewed leakage dollar categories and consumer propensity reports. Mr. Stoker talked about the huge retail recruitment opportunities for the trade area and demonstrated the

unmet purchasing demands of the community. He briefly talked about how to utilize the data and some avenues for getting the information disseminated to retailers for their consideration to locate in Sachse. A lengthy question and answer session followed. Mr. Vigil was directed to bring back a list of the top retail matches for Sachse to consider for future aggressive recruitment.

8. Consideration and action regarding a Goal Setting Workshop/Training.

Mr. Vigil presented the Building Winning Partnership module that the Board selected to be conducted by Donna Lawrence. The Board decided to hold the session on Saturday, January 22, 2011, from 8:00am to 11:00am. Mr. Vigil will schedule the instructor and the activities for the session.

9. Consideration and action regarding revisions to the SEDC grant application.

Mr. Vigil presented the revised application. Additional changes were suggested to be included. The final version will be presented at the next meeting for adoption.

10. Consideration and action regarding Marketing Plan.

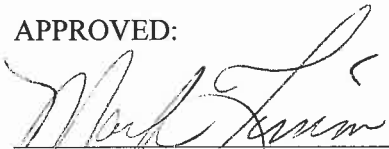
Mr. Vigil referred to the marketing plan in the packet that was compiled by TIP. He made reference to being on schedule with the list of milestones and indicated that the SEDC was on track with the list of marketing goals in the plan. A discussion was held about a more narrow focus for marketing and with the resources of the Chamber of Commerce and the joint marketing efforts that they can be a good working partner to get Sachse more marketing exposure. Mr. Ronnau volunteered to review marketing strategies and to build milestones to move the plan forward before May 2011.

9. Future agenda items.

Review of top retailers from the Retail Trade Analysis.

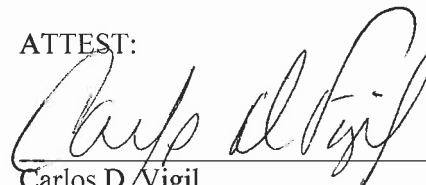
At 9:35 PM Mr. Lensch made a motion to adjourn. Mr. Thomas seconded and the motion carried unanimously.

APPROVED:



Mark Timm, President
Sachse Economic Development Corporation

ATTEST:



Carlos D. Vigil
Executive Director