

MINUTES OF THE REGULAR (Rescheduled) MEETING
OF THE BOARD OF DIRECTORS OF THE
SACHSE ECONOMIC DEVELOPMENT CORPORATION

February 23, 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, February 23, 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 7:00 p.m. President Mark Timm called the meeting to order. Mr. Ronnau led the group in the Pledge of Allegiance to the United States of America and Texas flags.
2. **Roll Call:** Mr. Poff was not in attendance.
3. **Minutes of the Sachse Economic Development Corporation Meetings for the following dates:**
January 12, 2011
Mr. Thomas made a motion to accept the minutes as presented. Mr. Caldwell seconded and the motion carried unanimously.
4. **Reports:**
 - a. President – Mr. Timm thanked the board members for accommodating their schedule to meet. He announced the Chamber of Commerce, March 4, Gala.
 - b. Board Members – Mr. Ronnau announced that he had filed for City Council Place 3 Candidate and was stating the announcement for information purposes. Mr. Ronnau also stated that he had attended the neighborhood meeting and that the Economic Development information was well presented and that he had learned a lot from attending the meeting.
Mr. Caldwell stated he will not be available at the March 9 meeting due to a trip to Hawaii.
 - c. Executive Director – Mr. Vigil reviewed the Executive Director report and the material that was included in the agenda packet.
 - d. Financial Report – Mr. Vigil answered a question about the high percentage on the line item for unemployment tax and stated that the line item has been corrected.
5. **Citizen Forum:** None presented.
6. **Consideration and action regarding revisions to the SEDC application.**

Mr. Thomas stated he wanted to add a statement on the philosophy of the incentive program to increase sales tax revenue for the city. Mr. Ronnau stated that all existing businesses should be listed. Mr. Caldwell stated he wanted to add a statement on beautification. Mr. Patterson stated he wanted to add a statement on the improvement of the quality of life. Mr. Lensch stated that a statement of adherence to city's sign ordinance should be included.

Mr. Thomas made a motion to accept the revised grant application with the noted changes mentioned above. Mr. Patterson seconded and the motion carried unanimously.

Mr. Lensch made a motion to move item 7, 8, and 9, to the end of the meeting due to Dr. Kieser being late. Mr. Ronnau seconded and the motion carried unanimously.

10. Consideration and action regarding developer/real estate agents hosting event.

A lengthy discussion was held by the board with Terry Haines and Don Herzog. After much discussion the Board directed Carlos to put together an agenda for the event and present it to the Board. The Board agreed that it would be a professional event with an educational component, lunch, a golf outing, showcase of available land, and a networking session.

Mr. Ronnau made a motion to consider item 7, 8, 9, next since Mr. Kieser had arrived to the meeting. Mr. Lensch seconded and the motion carried unanimously.

7. Consideration and action regarding a funding request by Dr. James and Holly Kieser for improvements to building located at 7218 Highway 78, Sachse, Texas 75048.

Mr. James Kieser was present to talk about the funding request and distributed pictures. He talked about the building and his plans for moving the chiropractic business into it with a possibility of attracting an X-ray school in the future. He presented the costs and the items to be renovated. He stated that the building was on the appraisal district records at a larger amount than was appraised. Dr. Kieser stated he was going to cover the cost of the interior but needed assistance with the cost of the exterior to include:

Roof = \$20,500	Windows = \$4,900	Doors = \$3,000
AC = \$15,000	Siding = \$9,000	Underground Power = \$3,000
Signage = \$5,000	Landscaping = \$2,000	

A discussion was held with Dr. Kieser on the structural integrity of the building with him stating that the contractor noting that it was stable. A question was asked about how the front look of the building will end up. Dr. Kieser mentioned that he will add one full time employee to his business and another one when the X-Ray school is in operation. Someone asked about his residency and his contribution to the community. Dr. Keiser owns a home in Sachse, is a Chamber of Commerce member and sponsors FallFest, girl's softball and other local events.

At 8:27 PM, Mr. Ronnau made a motion to adjourn into Executive Session. Mr. Thomas seconded and the motion carried unanimously.

8. Convene Executive Session pursuant to the provisions of Texas Government Code Section 551.087: Deliberation Regarding Economic Development Negotiations;

- a) To discuss or deliberate the offer of a financial or other incentive to Dr. James and Holly Kieser.

At 9:01PM, Mr. Patterson made a motion to adjourn executive session and return to open meeting. Mr. Lensch seconded and the motion carried unanimously.

9. Consider any action necessary as a result of executive session.

Mr. Timm announced that the project request met some of the beautification and signage improvement objectives of Highway 78 redevelopment objectives of the SEDC. Mr. Timm noted that the SEDC is interested in supporting the efforts of these programs through this project. At this time, the Board is requiring additional information in the form of graphics and detailed plans to show the final product.

11. Consideration and action regarding investment policy.

The board discussed all the options for possible incentives. It was mentioned that the city and the SEDC had already scored some big accomplishments with the minimal incentives already available. They discussed a possibility to provide incentives based on different categories of retail/commercial operations. It was discussed that the City Council should be involved in the formulation of the incentive policy. The Board directed Mr. Vigil to gather information about incentives and present the options.

12. Consideration and action regarding selection of retailers from the Retail Match List from the Retail Trade Analysis.

After a brief discussion on the benefits and drawbacks of selecting retailers to contact, it was suggested to wait until Buxton develops the psychographic analysis.

13. Consideration and action regarding twice monthly SEDC meetings.

After a brief discussion, it was agreed that meetings can be held on as needed basis

14. Consideration and action regarding web page administration contract agreement.

Mr. Vigil asked the Board to approve enlisting part time assistance for updating the web page. Mr. Ronnau made a motion to approve the request. Mr. Caldwell seconded and the motion carried unanimously.

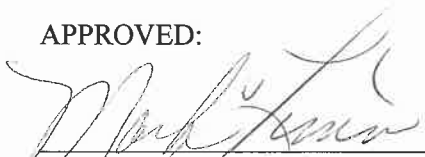
15. Future agenda items.

Update on items discussed at the February 23, 2011 meeting.
Discussion of SEDC staff title.

16. Adjourn.

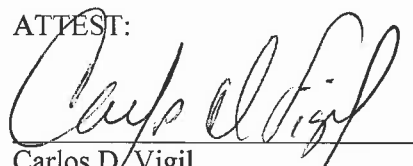
At 10:08 PM Mr. Lensch made a motion to adjourn. Mr. Ronnau seconded and the motion carried unanimously.

APPROVED:



Mark Timm, President
Sachse Economic Development Corporation

ATTEST:



Carlos D. Vigil
Executive Director