
MINUTES OF THE JOINT MEETING OF THE BOARDS OF THE
SACHSE ECONOMIC DEVELOPMENT CORPORATION and SACHSE CHAMBER OF COMMERCE
Wednesday, April 13, 2011 – 6:00 P.M.
3815 Sachse Road, Building B
Sachse, Texas

1) At 6:00pm Jared Patterson of the Sachse Economic Development Corporation called the meeting to order.

SEDC Board Members present: Jared Patterson, Darrell Lensch, Ken Thomas, Brian Poff, and Mark Caldwell. Mark Timm arrived later.

Sachse Chamber of Commerce Board Members present: David Todd, Donald Herzog, Jeanie Marten, Anita Collins and Dolores Greenwald.

Staff: Carlos Vigil

2) Welcome:

(1) Jared Patterson welcomed the group and thanked everyone for attending.

3) Minutes of the joint meeting of the Sachse Economic Development Corporation and Sachse Chamber of Commerce for the meeting of January 12, 2011.

David Todd made a motion to approve the minutes as presented. Don Herzog seconded and the motion carried unanimously.

4) Reports:

(1) David Todd – Chamber of Commerce, Chairman of the Board of Directors

David presented the new web page to the group and navigated through different pages of the site to showcase the new format.

Anita Collins talked about the Tri-City Golf Tournament and offered those in attendance an opportunity to join a team.

David mentioned that Gary Overbee is the newest Board member.

David stated the posting for the President has resulted in good responses. Dolores Greenwall is heading up the search committee and has been getting the word out about the open position.

(2) Jared Patterson reported for the Sachse Economic Development Corporation on the Sachse Day Event for May 5. It will be an event to host developers/brokers to recruit retailers to Sachse. Jared stated that he and Mr. Vigil will be attending the ICSC conference to schedule meetings with retailers.

(3) Carlos Vigil – Carlos asked Dolores to present the Neighbors Read program. Dolores gave the schedule of events for the program and invited everyone to the library.

Carlos reported that there is consideration to move the business library from the caboose to the library building. The idea is a preliminary discussion and that the city is handling the move.

5) Consider and discuss action regarding marketing campaign initiatives.

Jeanne Marten reported that the joint marketing committee held a meeting and determined that any marketing program will cost money. It was decided that Jeanne and Carlos will visit the businesses and get their input on their needs. Through visits and discussion with several business owners, they stated that proper and new signage was necessary. Jeanne stated that most of the businesses that they visited have a lot of things to offer that most of the public does not know about.

6) Consider and discuss action on creating goals and objectives.

7) Consider and discuss Chamber of Commerce/SEDC partnership.

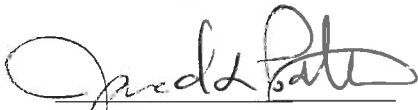
8) Consider and discuss Chamber of Commerce/SEDC resources.

Mark Timm combined item #6, #7, and #8 into one discussion item. Several ideas were discussed with the main focus to determine the partnership of the Chamber/SEDC. A discussion was held on how to increase the chamber membership while educating business people on the grants available from the SEDC. Jeanne Marten suggested a subcommittee be formed to continue the definition of the "partnership". Mark suggested that he and David Todd will be ad hoc committee members. Darrell Lensch, Anita Collins, Jeannie Marten and Carlos Vigil will continue to keep the discussion going and report back to the group at the next meeting.

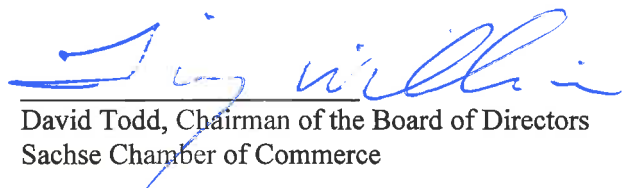
9) Adjourn.

At 7:02 pm Jared Patterson made a motion to adjourn. Darrell Lensch seconded and the motion carried unanimously. The meeting was adjourned.

APPROVED:

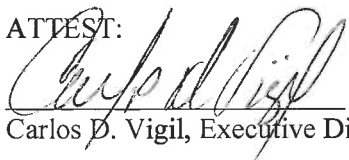


Jared Patterson
Sachse Economic Development Corporation



David Todd, Chairman of the Board of Directors
Sachse Chamber of Commerce

ATTEST:



Carlos D. Vigil, Executive Director