



MINUTES OF THE REGULAR SCHEDULED MEETING OF THE  
BOARD OF DIRECTORS OF THE  
SACHSE ECONOMIC DEVELOPMENT CORPORATION  
Wednesday April 9, 2014 - 6:30 P.M.  
STATE OF TEXAS§  
COUNTIES OF DALLAS AND COLLIN§

The Board of Directors of the Sachse Economic Development Corporation convened in a public meeting at 6:30pm on Wednesday, April 9, 2014, 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 roll of the duly constituted members of the Board of Directors was called, which members are as follows, to-wit:

Spencer Hauenstein, Mark Caldwell, Eric Dumois, Jeff Bickerstaff, Suzanne Politz, Kenneth Thomas, Marcia Harris-Daniel, Leslyn Blake

Call meeting to order at 6:30 PM by Mark Caldwell, Vice President of the Board. Kenneth Thomas was not in attendance.

- 1) Invocation and Pledge of Allegiance to the U.S. and Texas flags.

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

- 2) Regular agenda items:

**14-2152-** Consider and take action on minutes for the Sachse Economic Development Corporation regular meeting of March 19, 2014.

Mr. Bickerstaff makes a motion to approve the minutes as written. Mrs. Harris-Daniel seconded and the motion was approved unanimously.

**14-2154-** Reports and Presentations by the Sachse Economic Development Corporation President, Board Members, and CEO regarding special events, announcements, and activities.

- a) Vice President- Mr. Caldwell welcomed Ms. Leslyn Blake as the new CEO of the Sachse Economic Development Corporation.
- b) CEO- Ms. Blake stated that Teresa Savage fell ill and is still in the hospital so she is unable to deliver the budget report this month. Ms. Savage will provide two reports during the May SEDC Board meeting. She reported that there had not been any abnormalities that they are aware of for the current month.

- Texas Wide Open for Business Magazine- an SEDC ad has been placed in the publication.
- Ms. Blake is looking to recruit an intern in the near future.
- Ms. Blake is putting a press release together to announce her appointment.
- NTCAR is having a broker classic golf event in June. Any board member is welcome to attend.
- Sachse Regional Medical Center announced that they've closed on their property. They do not have an operator for the hospital. Ms. Blake will be meeting soon with Bill Persefield and will be briefed on current project status at that time.
- Ms. Blake is speaking with the Sachse Chamber regarding promoting both the Sachse EDC's 20<sup>th</sup> anniversary and the Chamber's 30<sup>th</sup> anniversary.
- Ms. Blake updated the board regarding City initiatives: the Sachse Clean-Up Day was successful. Lance Whitworth, Director of the Parks and Recreation Department, gave a report to the Board on the success of the event.
- Ms. Blake informed the board that the city is doing an update on the Water Conservation Plan. As part of the North Texas Municipal Water District's request to the city, water restrictions are extended through April.

**14-2146-**

Adjourn to Executive Session pursuant to the provisions of the TEXAS GOVERNMENT CODE, Section § 551.087 to deliberate on an offer to purchase Sachse EDC property located on 2 Ben Davis Rd.

At 6:44 P.M Mr. Caldwell makes a motion to Convene to Executive Session to deliberate on an offer to purchase Sachse EDC property located on 2 Ben Davis Rd. Motion is seconded by Mr. Dumois and is carried unanimously.

At 8:18 P.M. Mr. Bickerstaff makes a motion to Convene to Open Session. Mr. Caldwell seconds and the motion is carried unanimously.

Consider any action necessary as a result of executive session.

Mr. Hauenstein stated that no action was necessary.

**14-2159-**

Discuss a funding request for a project for the City of Sachse for the Red, White, and Blue Blast Festivities at Heritage Park in an amount not to exceed \$6500.

Mr. Whitworth provided a brief history of the event.

**14-2160-**

Adjourn to Executive Session pursuant to the provisions of the TEXAS GOVERNMENT CODE, Section § 551.087 to deliberate regarding Economic Development negotiations to discuss or deliberate an offer of financial or other incentive for the City of Sachse.

At 8:23 P.M. Mr. Caldwell made a motion to Convene to Executive Session. Motion is seconded by Mr. Bickerstaff and is passed unanimously.

At 8:27 P.M. Mr. Bickerstaff makes a motion to Convene to Open Session. Motion is seconded by Ms. Politz and passes unanimously.

Mr. Caldwell made a motion to authorize the funding request for the City of Sachse's Red, White, and Blue Blast Festival in an amount not to exceed \$6500. Ms. Politz seconds this motion and it is passed unanimously.

- 14-2155-** Discuss board and staff attendance at the International Conference of Shopping Centers Recon Event in Las Vegas from May 18<sup>th</sup>-20<sup>th</sup>.

Mr. Dumois will be attending the ICSC recon event with Ms. Blake from May 18<sup>th</sup>-20<sup>th</sup>. Ms. Blake is working on updating marketing collateral which will include a new aerial map. Mr. Dumois asked to include the incentive program in the new materials. Ms. Harris-Daniel requested to attend the Recon event.

- 14-2136-** Discuss obtaining Search Engine Optimization (SEO) Services from outside agency.

Ms. Blake requested additional time to find a suitable SEO agency.

- 14-2137-** Review and discuss findings from the Sachse EDC's strategic workshop occurring on 10-22-2011.

The Board engaged in a recap discussion of the 2011 planning session. It was determined that this item merits further attention. Mr. Caldwell suggested having an informal vision session in the future. It was requested that the item be brought back to the Board at the next meeting to determine what had been accomplished from the plan and determine next steps.

- 14-2139-** Discuss grand opening of Walmart Supercenter and Sachse EDC's participation and support.

Discussions regarding SEDC's support of the new Walmart Supercenter's Grand Opening have begun. A meeting is set for May 21<sup>st</sup> to formalize the process.

- 14-2140-** Discuss Sachse EDC's 20<sup>th</sup> anniversary promotion.

Ms. Blake informed the Board that the SEDC had reached a significant milestone in celebrating its 20<sup>th</sup> Anniversary as of February, 2014. She is developing ideas on how to capitalize on the occasion. She presented several choices for a modified logo incorporating the 20<sup>th</sup> anniversary theme for the Board to vote on.

- 14-2163-** Future agenda items:

CEO spending authority

Potential screening wall at certain properties adjacent to State Highway 78

Available real estate with Highway 78 frontage

At 8:53 p.m. Mr. Bickerstaff made a motion to adjourn. Ms. Politz seconded and the motion carried unanimously.



Spencer Hauenstein, President



Leslyn Blake, CEO