

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

June 9, 2010
STATE OF TEXAS §
COUNTIES OF DALLAS AND COLLIN §

The Board of Directors of the Sachse Economic Development Corporation convened in public meeting at 7:00 p.m. on June 9, 2010, notice of the meeting having been posted as prescribed at Sachse City Hall, 5560 Highway 78, Sachse, Texas, by Chapter 551, Texas Government Code. The roll of the duly constituted members of the Board of Directors was called, which members are as follows, to-wit:

Mark Timm	Todd Ronnau
Darrell Lensch	Stephen Stanley
Jared Patterson	Carlos Vigil, Executive Director

1. Call the meeting to order:

Mr. Timm called the meeting to order at 7:04 p.m.

2. Roll Call:

Mr. Stephen Stanley was absent. All other Board members were in attendance.

3. Minutes of the Sachse Economic Development Corporation meetings for the following dates:

May 12, 2010 – Mr. Ronnau made a motion to approve the minutes as presented. Mr. Patterson seconded and the motion carried unanimously.

4. Reports:

a) President – Mr. Timm reported to the Board that he and the Executive Director had a meeting with Tina Stelnicki and Linda Gerstner to discuss having a joint meeting of the SEDC Board and the Chamber of Commerce Board. The purpose of the meeting is to review any overlapping goals and marketing efforts. The meeting is tentatively scheduled for July 28, 2010.

b) Board Members – Mr. Patterson stated that the idea to bury the Oncor electrical lines along Highway 78 will cost 4 million which may be cost prohibitive. He noted that Oncor will be making a presentation to the City Council at a future date to talk about the issue and the alternatives.

c) Executive Director – Mr. Vigil made reference to the weekly reports included in the agenda packets. He highlighted the items that included networking with city staff, Dallas Community College District, SCORE, Dallals County, Garland Chamber of Commerce and local developers. Mr. Vigil reported that he had been meeting with consultants and discussing proposals for submittals to the Board for future consideration.

Financial Report – Mr. Vigil reviewed the financial report for May 17, 2010 that was included in the agenda packet. Mr. Vigil noted that the information of most significance at this time was the percentage expended, which showed that expenditures are within the approved 2009-10 budget.

5. Citizen Input:

There was no citizen input.

At this time, Mr. Timm presented Certificates of Appreciation to Ms. Pat McMillan and Mr. Bill Adams. They were both present to receive the framed certificates in appreciation for their efforts dedicated to fulfilling the mission of the Sachse Economic Development Corporation, committed to the promotion and retention of high quality development within the City of Sachse, and to better the quality of life for its citizens.

6. Consideration and action regarding contracting for a promotional aerial map for marketing purposes:

Karen Smith with Aerial Focus, Inc. made a presentation about a poster map to highlight the amenities in Sachse to be utilized for marketing and distribution purposes. Ms. Smith showed examples of maps for other cities and provided a draft map for Sachse that included the city's boundaries, transportation corridors, school districts, retail developments, Woodbridge, and the turnpike district. The layout was a framework from which to start to develop something that will be specific to Sachse.

After a question and answer session, Mr. Patterson made a motion to enter into a contract with Aerial Focus to produce a promotional map for Sachse. Mr. Lensch seconded and the motion carried unanimously.

7. Consideration and action regarding taking bids for consultant to develop a retail trade analysis:

Mr. Vigil noted that he had been contacted by three vendors who prepare retail trade analysis. One of the vendors was Joey Grisham who was invited to inform the Board about the purpose and the process for developing the analysis.

Mr. Grisham made a presentation about his company, Retail Attractions, and then discussed the opportunities in Sachse that the analysis will reveal. Mr. Grisham discussed the details of preparing the report, the time frame involved, and the approximate cost of such an analysis.

After a question and answer session, there was no action taken on this item. Mr. Timm directed Mr. Vigil to obtain formal bids from the three vendors and to bring the item back to the Board at the next meeting in July for discussion and consideration to contract for preparing a retail trade analysis for Sachse.

8. Consideration and action regarding purchasing software program for listing available properties and performing analytical studies:

Mr. Vigil introduced Jeff Dowdle of CoStar Group and noted that the Board was interested in compiling a list of available properties in Sachse for recruitment purposes. Mr. Dowdle at one time made a presentation to the City Manager but was directed to make a formal presentation to the Board after the Executive Director was hired. Mr. Dowdle made a presentation to highlight the services provided by the CoStar Group. Mr. Dowdle demonstrated the capabilities of the software program and showed some example analytics for Sachse by listing the available properties and discussing the details of the information that can be gathered from the research the CoStar Group inputs into the online system.

After a question and answer session, there was no action taken on this item.

9. Consideration and action regarding the creation of the 2010 Goals and Objectives of the Sachse Economic Development Corporation:

Mr. Vigil noted that the list of revised Goals and Objectives were in the agenda packet and stated that the revisions had not been formally adopted. A discussion centered on having all members of the Board involved in reviewing each of the goals and having input into any additional revisions before adoption.

After a brief discussion, there was no action taken on this item.

10. Consideration and action regarding amending the Sachse Economic Development Corporation marketing strategies:

Mr. Vigil noted that the marketing strategies prepared by the TIP were in the agenda packet and that certain items were already being acted on. A discussion centered on having all the members of the Board involved in reviewing the marketing strategies before making any changes or formally adopting.

After a brief discussion, there was no action taken on this item.

11. Consideration and action regarding a Strategic Planning Session for revising goals and objectives:

Mr. Vigil explained that the Strategic Planning Session was of importance due to the change in Board Members and the new Executive Director. He also noted that the City Manager had offered to cost share the services of a facilitator for a joint session of the SEDC Board and the City Council.

After a brief discussion, there was no action taken on this item. Mr. Timm directed Mr. Vigil to accept the invitation of a joint meeting with the City Council for a goals and objective session.

12. Future Agenda Items:

Retail Trade Analysis
Highway 78 Reinvestment Challenge
Revisions to the Grant Application
Revisions to the By-Laws
Strategic Planning Session
Goals and Objectives
Marketing Strategies

13. Adjourn:

At 9:56 PM, Mr. Patterson made a motion to adjourn. Mr. Lensch seconded and the motion was approved unanimously.

Approved:

Mark Timm, President
Sachse Economic Development Corporation

Attest:

Carlos D. Vigil, Executive Director