



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

Wednesday, November 11, 2015

STATE OF TEXAS

COUNTIES OF DALLAS AND COLLIN

The Board of Directors of the Sachse Economic Development Corporation convened in a public meeting at 6:30 p.m. on Wednesday, November 11, 2015, 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 role of duly constituted members of the Board of Directors was called, which members are as followed, to-wit:

Spencer Hauenstein, Jeff Bickerstaff, Marcia Harris-Daniel, Karlos McGhee, Lyndsey Rhode, Mike VanBuskirk, Niloufer Watkins, Leslyn Blake – ex-officio, Gina Nash – ex-officio

Absent: Karlos McGhee, Niloufer Watkins

Meeting called to order at 6:33 PM by Spencer Hauenstein, President of the Board. Spencer called for a moment of silence for Veterans Day. Invocation offered by Jeff Bickerstaff and Mike VanBuskirk led in the Pledges to United States and Texas flags.

1. Consent Agenda

- 15-3116 Consider and take action on minutes of the Sachse Economic Development Corporation regular meeting of October 8, 2015.
- 15-3126 Consider receiving the City of Sachse Investment Policy for FY 2015-1016, as amended by the City Council on October 5, 2015.
- 15-3127 Consider receiving the Monthly Revenue and Expenditure Report for the period ending September 30, 2015 and the preliminary summary Budget Report for October 2015.

Mr. Bickerstaff made motion to approve Consent Agenda Items 15-3116, 15-3126 and 15-3127 and Marcia Harris-Daniel seconded. Vote was unanimously passed.

## 2. Regular Agenda Items:

15-3118 Consider and take action on reports and presentations by the Sachse Economic Development Corporation President, Board Members, CEO and Staff regarding items of Community interest, special events, announcements and activities, office, industrial, commercial, retail, and business retention project and marketing activities.

- Ms. Blake introduced new Sachse EDC board member Lyndsey Rhode who comes from Illinois and is working as a State Farm Agent.
- Staff attended annual TEDC Conference and sponsored the event.
- Ms. Harris-Daniel and Ms. Blake attended ICSC November 4-6 Event as sponsors this year and made 50 contacts to be discussed in more detail in Executive Session.
- A meeting to discuss the Highest and Best Use Study of the Industrial zoned land at Ranch Road and SH 78 findings, was held including stakeholders and City Staff.
- Sachse EDC will no longer need to fund Third Sewer connection as funds from the City's utility fund will now be used. Sewer bids for I-190 will be advertised beginning October 22<sup>nd</sup>.
- Two new maps have been created and staff will be hiring an agency to do social media in the next few months. Aerial map has updated images and will be used as marketing tool. A new marketing brochure was used for promoting Sachse during the November ICSC event.
- Staff will be meeting with Sachse Chamber regarding new Business Incubator this Friday to discuss idea.
- Review of Marketing Report: Five Eblasts sent out to area brokers (1,054 successful emails) before ICSC and had good response. Established Sachse EDC brand with brokers.
- Sponsored a booth at BizNow Retail downtown Dallas which is mini ICSC that gave exposure to Sachse. May continue to use this type of marketing.

15-3119 Discuss and consider action regarding Sachse Chamber of Commerce 2015 Fallfest Sponsorship.

Staff presented a request to make payment to the Sachse Chamber for sponsorship of annual Fallfest event, although the event was cancelled due to inclement weather. SEDC received pre-event advertising exposure as a benefit and the Chamber Director agreed to discounts for future sponsorships if the Fallfest commitment was honored in full. Staff recommended full payment of the invoice.

Mike VanBuskirk made a motion that the invoice be paid in full and Marcia Harris-Daniel seconded motion. Motion passed.

15-3120 Consider and take action on report from Director Bickerstaff regarding the Corporation's operational policies and practices requested during November 2, 2015 City Council Meeting.

Director Bickerstaff reported that the Sachse City Council made two appointments to the Sachse EDC Board of Directors which were very impressive candidates. City Council wants Sachse EDC to target larger prospects for grants and incentives in the coming year.

The Council requested a change in meeting date/time/place to allow for consistency and so the public has the best opportunity to participate in Board Meetings. Council would like the Board and Staff to attempt shorter meetings as well, trying to stay close to a two-hour maximum, depending on the Corporation's work at hand and priorities.

After the first of the year the Sachse EDC Board will hold joint meetings with City Council which may be quarterly or semi-annual based upon concerns and issues. Gina asked that the initial joint meeting be held February, 2016. Most of City Council concerns have been addressed and corrected by staff but still need input from City Council to make sure Sachse EDC Board and Staff focus is in line and approved by City Council so time and funds are spent wisely.

15-3115 Future Agenda items.

-Entrepreneur and Franchise Workshop-Planning in Progress 11/15

-Inventory Sachse commercial Land for Sale-Ready for Presentation 11/15

-Review Sachse Incentives listed on website and propose updates

Marcia-Harris Daniel made motion that Item 15-3114 Item B be considered before Item A in Executive Session. Jeff Bickerstaff seconded motion and it was passed.

**At 7:11 p.m. Mr. Hauenstein made a motion to convene to Executive Session.**

15-3114 The Sachse EDC convened Executive Session pursuant to Texas Government Code Section 551.087 Deliberation of Economic Development Negotiations:

A. Discussion of economic development incentive for project for Sachse Rod Shop to expand their space at 3904 Miles Road.

B. Discussion of economic development incentive for Integral Woodbridge LLC to offset impact fees and reimbursement for infrastructure costs for project located at NWC of Hwy 78 and Woodbridge Parkway.

- C. Deliberation regarding economic development incentive for retail or commercial business projects seeking to locate within the City of Sachse

Executive Session pursuant to the provisions of Texas Government Code Section 551.072: Real Property: to discuss potential purchase, exchange, lease or value of real property on Ranch Road in Sachse.

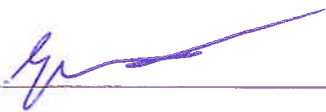
- A. Discuss real property located at Ranch Road and SH 78.

**Open Meeting reconvened at 8:25 p.m.**

- Consider any action necessary as a result of executive session:

Adjournment

- At 8:28 p.m. Meeting was adjournment.



Spencer Hauenstein, President



Leslyn Blake, CEO