



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

Thursday, March 17, 2016

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 Thursday, March 17, 2016, 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, Mike VanBuskirk, Jeff Bickerstaff, Marcia Harris-Daniel, Karlos McGhee, Lyndsey Rhode, Niloufer Watkins, Leslyn Blake-ex-officio, Gina Nash-ex-officio

Meeting called to order at 6:32 PM by Spencer Hauenstein. Invocation offered by Jeff Bickerstaff and Mike VanBuskirk led in the Pledges to United States and Texas flags. Mr. Hauenstein welcomed the visitors attending.

1. Consent Agenda

- 16-3264 Approve the minutes of the February 18, 2016 Sachse Economic Development Corporation regular meeting.
- 16-3272 Consider receiving the Monthly Revenue and Expenditure Report for the period ending January 31, 2016 and the preliminary summary Budget Report for February 2016.

Ms. Watkins made motion to approve Consent Agenda Items as presented and Mr. Bickerstaff seconded. Motion passed unanimously.

2. Regular Agenda Items:

- 16-3269 Discuss and consider approval of a contract for Professional Services with Gateway Planning Group, Inc. and authorize the CEO to execute for the same.
- Mr. Scott Polikov made a presentation on behalf of Gateway Planning Group, detailing the work to be accomplished. Ms. Harris-Daniel inquired as to the timeline for the project and Mr. Polikov answered that final draft should be ready before end of 2016.

Ms. Blake pointed out the contract is with the City; however, Sachse EDC needs to approve the expenditure of \$100,000 and relationship with Gateway. Ms. Harris-Daniel made a motion to approve the contract for professional services expenditure of \$100,000 with Gateway Planning Group and authorize CEO to execute the same. Motion seconded by Mr. McGhee and Board voted to approve.

16-3268 Consider and take action regarding a proposal by Catalyst Commercial for consulting services to prepare a retail market, demand and workforce analysis and market research optimization study.

Catalyst Commercial specializes in this type of study and has submitted a proposal for \$18,045.

Mr. VanBuskirk made motion to approve the Catalyst Commercial proposal of \$18,045 and to authorize the Sachse EDC CEO to execute the contract. Motion seconded by Niloufer Watkins and Board voted to approve.

16-3266 Consider and take action on the SEDC 2016 Draft Goals from the Sachse City Council Strategic Planning Meeting.

Ms. Blake reviewed the 2015 Goals and pointed out that all goals were accomplished with the exception of those that were changed or put on hold by the City Manager. She then reviewed the Strategic Plan Goals approved by City Council. Ms. Blake then reviewed the draft budget for the Strategic Marketing Plan within the Master Strategic plan. Ms. Blake proposed hiring a consultant to execute a Social Media campaign to promote Sachse. Mr. McGhee thought that hiring social media group would be premature since infrastructure is not yet in place on PGBT and dirt needs to be turning. Ms. Rhode mentioned Sachse High School might be tapped to help with Social Media. Social Media Digital industry is changing so high school students might not be professional enough according to Ms. Harris Daniel. Mr. Bickerstaff agreed and stated we need to get more proposals before hiring a company to promote Sachse through social media. Ms. Blake proposed that she remove the Social Media budgeted amount of \$23,250 from the plan and focus on Sachse EDC Website refresh. Ms. Rhode asked if we shouldn't tap into Sachse High School for website refresh and allocate more money to Event Sponsorship.

Mr. McGhee made motion to approve the Strategic Plan 2016 Goals only and table the Marketing Plan for further discussion. Ms. Harris-Daniel second motion and motion passed.

16-3265 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 presented a report which covered the following:

- Working on contract for SEDC land with prospective buyer;
- Working on demographic study consultant on project;
- Finalized *BIZNOW* ad for Sachse online;
- Three days of Conflict/Dispute Training completed;
- Will be attending the Fire Chief Reception on Wednesday, March 30th;
- Will be presenting testimony during Economic Development Hearing hosted by Rep. Angie Chen Button on April 6th;
- On Saturday, April 2nd all are invited to attend the Grand Opening at LA Fitness in Sachse from 10 a.m. to Noon;
- Beginning work on 2016/17 budget;
- All are invited to attend Lizzie Bee's 5th Anniversary party from 6:30-9:30 p.m. on Tuesday, April 12th;
- Preparing for ICSC in Las Vegas May 22nd -25th. Registration has been made for Ms. Watkins, Ms. Harris-Daniel, Ms. Nash and Ms. Blake to attend ICSC Conference.

Mr. Hauenstein announced that Ms. Blake will be celebrating her second anniversary with Sachse EDC on Thursday, March 24th and expressed his appreciation for her hard work and accomplishments.

16-3267 Future Agenda items

- Entrepreneur and Franchise Workshop-Planning in Progress 3/16
- Review Sachse Chamber marketing plan

At 7:52 p.m. Mr. Hauenstein made a motion to convene to Executive Session.

16-3263 A. Executive Session pursuant to Texas Government Code Section 551.087
Deliberation of Economic Development Negotiations: Deliberation regarding economic development incentive for retail or commercial business projects seeking to locate or expand within the City of Sachse.

B. Executive Session pursuant to Texas Government Code Section 551.072
Deliberation of Economic Development Negotiations: Deliberation regarding real estate offers to purchase property: To discuss or deliberate an offer by Serene Builder represented by Odie Hall Realtors to purchase property from the Sachse Economic Development Corporation.

Open Meeting reconvened at 8:46 p.m.

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

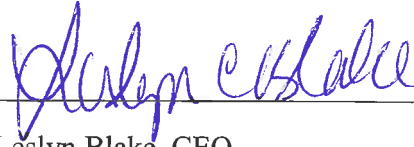
Mr. VanBuskirk made motion that the SEDC CEO be authorized to negotiate the contract between Serene Builders and Sachse EDC. Motion seconded by Ms. Watkins and passed unanimously.

Adjournment

- At 8:47 p.m. meeting was adjourned by Spencer Hauenstein.



Spencer Hauenstein, President



Leslyn Blake, CEO