



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

Thursday, May 19, 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, May 19, 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, Jeff Bickerstaff, Niloufer Watkins, Lyndsey Rhode, Leslyn Blake

Absent: Mike VanBuskirk, Marcia Harris-Daniel, Karlos McGhee

Meeting called to order at 6:32 PM by Spencer Hauenstein. Invocation offered by Jeff Bickerstaff who also led in the Pledges to United States and Texas flags.

1. Consent Agenda

- 16-3347 Consider and take action on minutes of the Sachse Economic Development Corporation regular meeting of April 21, 2016.
- 16-3342 Consider receiving the Monthly Revenue and Expenditure Report for the period ending March 31, 2016 and the preliminary summary budget report for April 2016.

Mr. Bickerstaff made motion to approve the Consent Agenda and motion seconded by Ms. Niloufer Watkins. Motion was passed.

2. Regular Agenda Items:

- 16-3348 Presentation by City of Sachse Community Development Department Director Dusty McAfee, to update SEDC Board regarding departmental projects and priorities.

Dusty has been with Sachse for six months. Was previously employed by City of McKinney and before that was with City of Little Elm. Originally started working on Comprehensive Plan for City of Sachse. City of Sachse believes in high standards with relaxed development process but is not there yet. Code enforcement becomes more important after Sachse experiences build out plateau. 250 new homes are built every year; however we will soon experience growth plateau. Implemented a new program this Spring called Commercial Site Integrity for shopping center improvements needed. Code Enforcement is essential to helping Sachse "Shine." One man Zoning Dept. makes long range decisions and currently has several residential and commercial developments under construction. The 2001 Comprehensive Plan is in the process of being updated as it has expired. Many of the concerns remain the same related to underserved retail stores and restaurants; however our current population does not support retail and restaurant opportunities. Hwy 78 is single loaded due to railroad and needs beautification. There are programs that can help us address these needs. The City Manager, EDC CEO and Community Development Director are working together to take advantage of PGBT opportunities for development that could be a game changer for future tax support and plan to address challenges to update Hwy 78 as well.

President Hauenstein thanked Dusty McAfee for his presentation.

Mr. Bickerstaff made a motion to move Item 16-3349 to end of agenda due to fact that Jason Claunch with Catalyst Commercial has not yet arrived. Lyndsey Rhode seconded and motion passed.

16-3350 Discussion and Board input on fiscal year 2016-2017 annual budget.

Ms.Blake reviewed draft preliminary budget. Still does not have health insurance and personnel costs but Ms. Savage will be providing those. Also this budget does not include income projections from taxes. Bottom line is not a final figure as missing data so not ready for vote. Ms.Watkins asked about local grant opportunities and what other cities might be spending. This figure is historical figure based on past expenditures and if future grants exceed budget, we could use other general funds if deemed necessary. This is the starting point only.

Ms.Rhode asked if the marketing balance would be adequate and Ms. Blake said these could also be amplified. There just had not been any indication that next year will not be similar to this year's expenditures. Nothing is anticipated this coming year to negatively impact this budget.

Any revenue over expense will go back into the general fund for next year. The Red White and Blue Blast grant will only be \$12,600.

Mr. Bickerstaff made motion we now address Item 16-3349 as the Catalyst Commercial presenter has arrived. Niloufer Watkins seconded motion and it passed.

16-3349 Presentation by Catalyst Commercial of results of retail market, demand and workforce analysis and market research/optimization study.

Jason Claunch presented Sachse data which is being prepared for ICSC Meeting in Las Vegas next week. Sachse has significant amount of opportunity along PGBT for development. Much explosive growth in residential and trade areas anticipated as Sachse is over 100,000 in population for retail trade areas at key intersections.

Kroger and Walmart shopping centers were studied and show that 50% of trade is coming from outside Sachse. Although there is still retail leakage, it gives Sachse a lot more leverage for attracting retail development. Catalyst used Hwy 78 and Fifth for downtown for data collection in the core trade area. Secondary base would be Garland and Richardson pass through consumers. Traffic counts indicate a lot of pass through traffic as well. Psychographic population shows market filled with large affluent families which will help market Sachse to retail developers. Retail demand includes ISD student population, etc. A year from now we hope to attract trade developments in downtown as well as Woodbridge and Hwy 78, Walmart and Kroger shopping centers. Retail recruitment will be made easier with marketing tools and data in place. 1-3-5 mile densities will be available for ICSC. This is just the beginning of data collection needed in order to equip Sachse for retail recruitment.

16-3352 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, business retention and marketing projects.

Ms .Blake reported the following activities:

- Two major projects preparing for ICSC and Comprehensive Plan were priority this past month. Three days away from ICSC with 36 appointments. Gina Nash had a family emergency so Dusty McAfee to take her place at ICSC
- Attended Town Hall meeting for Comprehensive Plan. Illustrative pictures made to take to ICSC
- Attended Sachse Chamber Luncheon regarding George Bush Presidential Library located on SMU campus
- Randy Watson with Halff Associates presentation to be folded into Comp Plan was presented to City Council
- In May have completed marketing brochure and purchased half page ad in "In and Around Magazine."

- Met with Ms.Chavez who teaches Social Media class at Sachse High School. A lot of marketing layers and supervision will be explored further with Ms. Chavez once ICSC is over. Four High School students are available to work with us on social media projects.
- Community Development Report provided by Mr. McAfee

16-3351 Future Agenda items

- Entrepreneur and Franchise Workshop-Planning in Progress 5/16
- Annual Review of CEO moved to July

At 7:24 p.m. Mr. Hauenstein made a motion to convene to Executive Session.

16-3353 Executive Session pursuant to Texas Government Code Section 551.087
Deliberation of Economic Development Negotiations:

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

Open Meeting reconvened at 8:18 p.m.

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

Adjournment

- At 8:18 p.m. Meeting was adjourned by Spencer Hauenstein.



Spencer Hauenstein, President



Leslyn Blake, CEO