



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

Thursday, November 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, November 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

Those absent: Jeff Bickerstaff and Lyndsey Rhode

1. Meeting called to order at 6:30 PM by Mr. Hauenstein. Invocation offered by Mr. Van Buskirk who also led in the pledges to United States and Texas flags.

2. Consent Agenda

16-3593 Consider and take action on minutes of the Sachse Economic Development Corporation regular meeting of October 20, 2016.

16-3597 Accept the Monthly Revenue and Expenditure Report for the period ending September 30, 2016.

Mr. VanBuskirk made motion to accept the Consent Agenda as presented and motion seconded by Ms. Harris-Daniel. Motion was passed.

3. Regular Agenda Items.

16-3591 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 and marketing projects.

Staff provided an update on the following:

- The first Business Retention and Expansion luncheon featuring keynote speaker Pete Sessions was well attended and well received. Other events will be planned.
- Ms. Blake attended the Garland ISD Marketing Board Meeting at the invitation of SHS Marketing Teacher Denise Chavez
- Attended Texas Women's Government Meeting at City Manager's invitation.
- SEDC was Sachse Fallfest sponsor for Games in Heritage Park, Saturday, October 22nd, 10 a.m. to 6 p.m. About 9,000 residents attended
- Working on Comprehensive Plan closely with City Manager, Community Development and Gateway personnel. Final document will be reviewed by staff in December
- Purchased two print ads in Sachse News supporting High School Football team and Turkey Trot
- Prepared 2015-2016 Marketing Recap
- Working on Christmas cards and gifts as a marketing tool
- Will be doing quarterly presentation for City Council next Monday night, November 21<sup>st</sup>

16-3586 Presentation by Sachse High School Social Media Team

Lexi Fuller, Mona Krasniqi and Denoi Rodriguez are working together to grow the City and Community of Sachse, working closely with Ms. Blake on recruiting. They recently conducted a survey as to what the City of Sachse wants and results showed the people want more restaurants as well as entertainment attractions such as movie theaters/main events. The team is using Facebook, Twitter and Instagram platforms.

Ms. Harris-Daniel complimented the Social Media Team and their leadership for their excellent marketing work and thanked them for their fresh ideas. Ms. Watkins wants to see even more ideas for promoting the City of Sachse

Ms. Blake congratulated the Social Media Team for a job well done.

16-3587 Review and consider action on 2016-2017 Draft Strategic Marketing Plan.

Ms. Blake reviewed the 2015-2016 Marketing Recap plan beginning with regional print advertising as well as local print advertising. Marketing Sachse is getting some valuable repeat exposure but Ms. Blake would like to use social media even more in the future. Our top five expenditures will not be repeated this coming year so there will be savings of \$32,000 unallocated at this point. According to Ms. Nash, the new street lamps will have brackets for signage which could be used to promote Sachse events. After the first of the year, there will be a

presentation to City Council for street banners for major events. City Council will have to approve all banners.

16-3592 Discuss possible future agenda items.

**.At 7:25 p.m. Mr. Hauenstein made motion to convene to Executive Session.**

4. Executive Session.

The Sachse Economic Development Corporation Board of Directors will convene into Executive Session pursuant to:

16-3596 Texas Government Code, Section 551.072: Deliberation of the purchase, sale, and license of real property generally located in mid-west part of the City.


16-3595 Texas Government Code, Section 551.087: Deliberation of Economic Development Negotiations regarding economic development incentive(s) for retail or commercial business projects seeking to locate or expand within the City of Sachse.

**Open Meeting reconvened at 8:41 p.m.**

- No action necessary as a result of executive session:

Adjournment

- At 8:41 p.m. Mr. Hauenstein adjourned meeting.



Spencer Hauenstein, President



Leslyn Blake, CEO