



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

September 21, 2017

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, September 21, 2017, 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, Lyndsey Monahan, Karlos McGhee, Niloufer Watkins, Leslyn Blake-ex-officio, Gina Nash-ex-officio

1. Meeting called to order at 6:34 PM by Mr. Hauenstein. Invocation offered by Mr. Bickerstaff and he also led in the Pledges to United States and Texas flags.

2. Consent Agenda

- 17-3978 Approve the minutes of the Sachse Economic Development Corporation regular meeting of August 17, 2017.
- 17-3983 Accept the Quarterly Investment Report for the quarter ended June 30, 2017.
- 17-3984 Accept the monthly revenue and expenditure report for the period ending July 31, 2017 and preliminary summary budget report for August 2017.

Mr. VanBuskirk made motion to accept the Consent Agenda as presented and motion seconded by Mr. McGhee. Motion was passed unanimously.

3. Regular Agenda Item:

- 17-3979 Consider and take action on quarterly marketing activity update.

Samantha McCulley with Imaginuity gave quarterly marketing activity report. Imaginuity developed content for Facebook, Twitter and LinkedIn to promote Sachse as the best kept secret in DFW Metroplex for growing businesses and families. Have promoted Sachse on social media in hopes of doubling the Likes, Friends, Follows, etc. started by Sachse High School Students. Facebook viewing has increased by 30% and Twitter is up 13%.

17-3976

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. Nash gave an update on Comprehensive Plan.
- Have acquired properties for Fifth Street Old Town Project and will get Press Release out soon
- Ms. Blake met with Molly Hall at Sachse Chamber to talk about BR&E ideas but will not be able to implement this plan until new staff member is hired
- Ms. Blake is working online toward BRE Certification and in last week with IEDC course.
- Oak Grove is adding three restaurants by year end 2017. Osaka Sushi Hibachi and Bop Joa are opening in October and Waffle House to open before Christmas
- Advertising in DCEO magazine this month which has very good circulation
- Working with Imaginuity to improve social media
- NTCAR attended with Gina Nash.
- Sponsored BisNow Retail South event at Ford Center/The Star in Frisco. The Who's Who of developers were panelists on Retail topics. Sachse was one of four cities attending. Met with representatives from Frisco, McKinney and Grand Prairie. Got list of 322 attendees to help connect with developers/panelists
- Purchased Sachse Chamber Directory 2017-2018 Ad on inside front cover
- Sachse Chamber Fallfest to be October 28th and Sachse EDC is a sponsor
- October 2nd presentation to City Council will be final step for grant process for another new restaurant
- Will post new position on October 2nd

17-3982

Conduct a public hearing regarding a funding request for a project for Xhemal Rushiti for a project located at 7340 SH 78 and take any necessary action.

Applicant has signed lease in Sachse and asked for \$170,000 to help with \$250,000 expense for converting existing shell into restaurant. Sachse EDC

Board has approved \$50,000 for infrastructure requirements. No one asked to speak at the public hearing.

Mr. Bickerstaff made motion to close the public hearing and motion seconded by Ms. Harris-Daniel. Motion passed unanimously.

17-3977 Discuss possible future agenda items.

At 7:20 p.m. Mr. Hauenstein made motion to convene to Executive Session.


4. Executive Session:

17-3975 The Economic Development Corporation Board shall convene into Executive Session pursuant to the Texas Government Code, Section 551.087: 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 8:16 p.m.

5. Adjournment:

At 8:16 p.m. Mr. Hauenstein adjourned meeting.



Spencer Hauenstein, President



Leslyn Blake, CEO