



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

Thursday, June 21, 2018

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, June 21, 2018, 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 follows, to-wit:

Spencer Hauenstein, Mike VanBuskirk, Marcia Harris-Daniel, Michelle Howarth, Niloufer Watkins, Jeff Bickerstaff, Leslyn Blake, Ex-Officio

Those Absent: Karlos McGhee, Gina Nash, Ex-Officio

Call meeting to order at 6:30 PM by Spencer Hauenstein, President of the Board.

1. Consent Agenda

18-4297 Approve the minutes of the Sachse Economic Development Corporation regular meeting of May 17, 2018.

18-4309 Accept the monthly revenue and expenditure report for the period ending April 20, 2018 and preliminary budget report for April 2018.

Mr. Van Buskirk made motion all Consent Agenda Items be approved and Ms. Harris-Daniel seconded. Vote was unanimously passed.

2. Regular Agenda Items:

18-4302 Conduct a public hearing regarding a funding request for a project for Rowlett Florist in Garland for project located at 2924 5th Street.

Board has approved \$15,000 grant for Rowlett Florist. No one asked to speak at the public hearing.

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

18-4301 Discuss and consider the preliminary 2018-2019 Sachse Economic Development Corporation Annual Budget.

Ms. Blake presented the draft 2018-2019 budget. She noted that due to technical issues at the City, Finance had not been able to generate numbers for Personnel, Communications or Overhead. Additionally, anticipated revenue had not been provided from Finance at the time of the board meeting. She expected to have those numbers for the July board meeting. She presented a draft budget with changes to BR&E, Special Programming, Dues/Subscriptions, Vehicle Repairs & Maintenance, Professional Fees, Printer Services, and Advertising line items.

18-4293 Discuss activation of social media for Sachse Red, White and Blue Blast on July 3, 2018.

Mr. Weber presented his plan to increase followers on social media. The EDC will have a booth in a premium spot in the vendor area in which they will display photos of Backyard on 5th and maps. There will be two banners printed to advertise the contest to win \$500. The Board discussed increasing the chances to win by offering five \$100 prizes, instead of one \$500 prize. Mr. Weber will report the results of this marketing event at the July meeting.

18-4294 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 items:

- Backyard on 5th
- Sachse EDC Booth Preparations for Red, White and Blue Blast on July 3rd
- The SEDC provided lunch for the Public Works department in recognition of Public Works week
- Staff provided utterances for the new Community Connect Alexa skill regarding economic development
- Purchased Sachse Chamber of Commerce sponsorship of Cars Under the Stars
- Purchased booth for NTCAR event on 8/29

18-4295 Discuss possible future agenda items.

At 6:57 p.m. M. Hauenstein made motion to convene to Executive Session

18-4296 The Economic Development Corporation shall convene into Executive Session pursuant to 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.

At 8:09 p.m. Open Meeting reconvened

3. Adjournment



Spencer Hauenstein, President



Leslyn Blake, CEO