

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

November 09, 2011
STATE OF TEXAS§
COUNTIES OF DALLAS AND COLLIN§

The Board of Directors of the Sachse Economic Development Corporation convened in a public meeting at 7:00 p.m. on Wednesday, November 09, 2011, notice of the meeting having been posted as prescribed at Sachse City Hall, 3815 Sachse Road, Building B, Sachse, Texas as required by Chapter 551, Local Texas Government Code. The roll of the duly constituted members of the Board of Directors was called, which members are as follows, to-wit:

Mark Timm	Kenneth Thomas	Eric Dumois
Jared Patterson	Mark Caldwell	Carlos Vigil, Executive Director
Darrell Lensch	Brian Poff	

Call the meeting to order: At 7:00 p.m. Mark Timm, President of the Board called the meeting to order. Mr. Dumois previously notified the Board that due to a business meeting he was not able to attend.

1. Invocation and Pledge of Allegiance to the U.S. and Texas Flags.

Mr. Patterson gave the invocation and Mr. Thomas led the group in the Pledge of Allegiance to the United States of America and Texas Flags.

2. Regular Agenda Items:

**11-0517 Minutes of the Sachse Economic Development Corporation meetings for the following dates:
October 12, 2011.**

Mr. Patterson made a motion to accept the minutes as presented. Mr. Lensch seconded and the motion carried unanimously.

11-0518 Reports and presentations:

President – Mr. Timm announced that tonight was his last meeting as SEDC Board member and President of the Board.

Board Members – Mr. Patterson expressed his gratitude to Mr. Timm for the work that he has done for the city. Mr. Patterson announced to the group that all agenda packets are on-line and that anyone can access the same information that they have in their electronic agenda packet, except for Executive Session materials.

Executive Director – Mr. Vigil reported from a written report that was submitted in the packet. He briefly talked about; SEDC/Chamber of Commerce discussions; Strategic Planning Session Summary; Incentive Policy; 2011 SEDC funded projects; LARC update; PGBT infrastructure; NTTA grand opening; RCC status; Cal Ripken Experience. Mr. Don Herzog was present to thank the Board for their work on the Wal-Mart development and the assistance with the sale of the property.

11-0519 Financial Report:

Mr. Vigil reported that the Verizon line that was active at the old city hall building was not terminated until September 20, 2011 and that all charges were accrued to line item #51030.

Mr. Lensch made a motion to approve the Financial Report as presented. Mr. Thomas seconded and the motion carried unanimously.

At this time, Mr. Lensch made a motion to move item #11-0528 to be the next item; Consideration and action regarding Leisure and Recreation Concepts (LARC) update on the feasibility study and master plan. Mr. Poff seconded and the motion carried unanimously.

11-0528 Consideration and action regarding Leisure And Recreation Concepts (LARC) update on the feasibility study and master plan.

Mr. Vigil introduced Mr. Michael and Wendy Jenkins to speak on the update. Mr. Jenkins reported on a city center idea that will be unique for this area and would give Sachse an identity. He talked about the place having sports activities and retail components that will sustain the development. Mr. Jenkins talked about the demographics of the area and that the analysis was showing that such a development will be sustainable. Mr. Jenkins noted that the Cal Ripken Experience proposal may be more expensive to build than the multi-use development that they envision, and although the Cal Ripken Experience proposal is a brand name, it is a standalone component without the added main street and sports town theme.

A series of questions from the Board followed with an expression of interest. Mr. Jenkins addressed all the concerns. Mr. Jenkins stated that the proposed master plan will generate excitement in an iconic way.

Mr. Timm thanked Mr. Jenkins for the update.

No action was taken.

11-0520 Consideration and action regarding a funding request for a sign project for Social Joe's @ 78 located at 7340 Highway 78, Suite 1400, Sachse, Texas.

Mr. Vigil introduced Mr. Amit Rajpara and Joel LaGrenade. Mr. Rajpara talked about the concept of the restaurant and gave some background on his experience. Mr. LaGrenade talked about their ideas for the restaurant and the approach they were taking to make the restaurant unique and different in order to attract families. They stated they had recruited the Chef from Sambuca and also had a sous chef as a back-up to the main chef. They both talked about increasing traffic to the center and recruiting other businesses for the center.

Some of the Board members asked questions about how they were going to overcome the negative image of the building, the previous restaurant and the location. They asked how long they could stay in business if they did not get the customers they needed. Most members expressed concerns about another restaurant in the same location.

Mr. LaGrenade stated that he had talked with some of the previous owners and he said they did not have the knowledge to run a restaurant/bar like he does.

11-0521 Convene Executive Session pursuant to the provisions of Texas Government Code Section 551.087: Deliberation regarding economic development negotiations.

At 7:59pm Mr. Lensch made a motion to convene executive session. Mr. Caldwell seconded and the motion carried unanimously.

11-0522 Consider any action necessary as a result of Executive Session.

At 8:16pm Mr. Patterson made a motion to return to open session. Mr. Poff seconded and the motion carried unanimously.

There was no action taken, and therefore the SEDC will not participate in funding the request for a sign project for Social Joe's @ 78 located at 7340 Highway 78, Suite 1400, Sachse, Texas. The Board made a recommendation for the owners to follow-up with Mr. Vigil on other possible avenues for funding.

11-0523 Consideration and action regarding Collin County Economic Development Chapter 381 Program.

Mr. Vigil explained that the Collin County Commissioners are asking cities in the county to submit a list of restricted uses that would not be granted tax abatements through the 50/3 plan. The list of uses proposed for restriction by the SEDC Board will be submitted to the City Council for their approval. The list is attached. The Board members reviewed the list and called out those uses to be restricted.

11-0524 Consideration and action regarding Guidelines and Criteria for Tax Abatement and Economic Development Incentive Program adopted by the City.

Mr. Vigil explained the State of Texas Sunset review requirement for the 2 year expiration of the ordinance. It was suggested that a future discussion with the City Council include overall incentives. A short discussion followed that the SEDC Board is interested in holding a joint meeting with the City Council on an incentive policy.

It was also suggested that Mr. Vigil talk to the City Manager about the City Council receiving an Economic Development update on a regular basis.

Mr. Vigil stated he will outline the tax abatement ordinance and research other ordinances for revisions to the guidelines and criteria at the next meeting.

11-0525 Consideration and action regarding the summary of the Sachse Economic Development Corporation Planning Workshop.

The Board requested that the summary be outlined and presented to the City Council at the next Council meeting.

Everyone agreed that this document is the start for future planning sessions to refine and identify development issues for Sachse. There was no action on this item.

11-0526 Consideration and action regarding Cal Ripken proposal.

Mr. Vigil and Mr. Patterson reported on the meeting with the Cal Ripken group. They reported that it was a good plan and that the project may be a great economic generator for the region however the expense of such an investment is beyond the scope for the City of Sachse. It was discussed to wait on the LARC feasibility study and not focus on the Cal Ripken Experience.

There was no action on this item.

11-0529 Future agenda items.

Work shop summary to City Council.
Financial planning consultant presentation.
Tax Abatement Guidelines and Criteria
Board Elections

3. Adjournment

At 9:01p.m. Mr. Poff made a motion to adjourn. Mr. Lensch seconded and the motion carried unanimously.

APPROVED:

ATTEST:

Kenneth Thomas, Vice President
Sachse Economic Development Corporation

Carlos D. Vigil
Executive Director