



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

March 15, 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, March 15, 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 followed, to-wit:

Spencer Hauenstein, Mike VanBuskirk, Jeff Bickerstaff, Michelle Howarth, Niloufer Watkins, Karlos McGhee, Marcia Harris-Daniel, Leslyn Blake-ex-officio, Gina Nash ex-officio

1. Meeting called to order at 6:36 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

18-4190 Approve the minutes of the Sachse Economic Development Corporation regular meeting of February 15, 2018.

18-4193 Accept the monthly revenue and expenditure report for the period ending January 31, 2018 and preliminary summary budget report for February 2018.

18-4194 Accept the quarterly investment report for the quarter ending December 31, 2017.

Mr. Bickerstaff moved to approve the Consent Agenda as presented and motion seconded by Ms. Harris-Daniel. Motion was passed unanimously.

3. Regular Agenda Item:

18-4186 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 and Ms. Nash addressed Sachse Chamber Luncheon and shared several topics of interest including 5th Street zoning and Food Truck Park.
- Attended two meetings regarding Leadership Sachse and Sachse EDC will have one of the seven full days in the seven day program
- Planning a Business Retention & Expansion luncheon modeled after the 12 at33 12 luncheon in partnership with Sachse Chamber.
- All are invited to Board Appreciation Program on March 28th
- Working on launch of Food Truck Park
- Getting ready for Spring ICSC meeting in Las Vegas

18-4187 Discuss SEDC logo.

SEDC Logo states celebrating 20 years and Mr. Bickerstaff pointed out we are beyond 20 years. Would like to see if there is any interest in updating logo.

Mr. VanBuskirk asked cost of updating logo and Ms. Blake estimated \$5,000 up front for printing only. Graphic Logo approach needs to reflect City of Sachse connection. Ms. Nash stated part of City of Sachse comprehensive plan calls for rebranding logo. Designer is expensive and lots of emotions involved in changing logo. City of Sachse needs to change first so Sachse EDC reflects the City of Sachse image.

Branding effort's key component will be budget issues. Need to get estimate of cost involved. Ms. Blake cautioned this cost might be six figures. Ms. Blake to work with City Manager regarding City of Sachse rebranding prior to changing logo.

18-4188 Discuss possible future agenda items.

Discuss plans to activate Social Media as part of Red, White, and Blue Blast

At 6:56 p.m. Mr. Hauenstein made motion to convene to Executive Session.

4. Executive Session:

18-4189 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 8:20 p.m.

5. Adjournment:

At 8:20 p.m. Mr. Hauenstein adjourned meeting.



Spencer Hauenstein, President



Leslyn Blake, CEO