



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

Thursday, November 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, November 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 follows, to-wit:

Spencer Hauenstein, Mike VanBuskirk, Jeff Bickerstaff, Marcia Harris-Daniel, Karlos McGhee, Niloufer Watkins, Leslyn Blake, Ex-Officio, Gina Nash, Ex-Officio

Absent: Karlos McGhee

- A. Regular Meeting Opening
 1. Call to Order: The Board of Directors of the Economic Development Corporation of the City of Sachse will hold a Regular Meeting on Thursday, November 15, 2018 at 6:30 p.m. in the Council Chambers at Sachse City Hall, 3815 Sachse Road, Building B, Sachse, Texas to consider the following items of business:
 2. Jeff Bickerstaff lead the group in Invocation and Pledge of Allegiance to the U.S. and Texas Flags
 3. Michelle Lewis-Sirianni trained Sachse EDC Board on the new BoardDocs meeting and voting software.
- B. Consent Agenda – All items listed on the consent agenda will be considered by the Board and will be enacted on by one motion. There will be no separate discussion of these items unless a Board Member so requested.
 1. Approve the minutes of September 20, 2018 Regular Meeting
 2. Accept the monthly revenue and expenditure report for the period ending August 31, 2018 and preliminary budget report for September 2018.
 3. Received the City of Sachse Investment Policy for FY 2018-2019, as amended by the City Council on October 15, 2018.

4. Accepted the monthly revenue and expenditure report for the period ending September 30, 2018 and preliminary budget report for October 2018.

Jeff Bickerstaff made motion to approve the Consent Agenda Items as presented and Mike VanBuskirk seconded. Motion was passed by unanimous vote.

C. Regular Agenda Items.

1. Discuss and consider the marketing report. Brad Weber presented Marketing Report as follows:
 - a. Getting ready for ICSC Red River event in Fort Worth in January 2019. Will have 20 x 20 booth and will be partnering with PGBT developer. Will have onsite meetings at the booth and working with Eisenberg & Associates on display.
 - b. Recap of BRE 12 at 12 business luncheon held October 4th. Eight businesses attended including Barry Young, speaker, as well as Dr. Lopez of Garland ISD. Had collaborative format with good feedback
 - c. Participated in JA Biztown with Gina Nash and Mayor Felix.
 - d. Sponsored Chamber of Commerce Fallfest event.
 - e. Social Media has increased followers (Facebook at 754) and have posted Veterans Day, Grand Opening of Angels at Burger Island, and other local events. Have posted Backyard on 5th food trucks with great success. Tweeted from Backyard on 5th as well. Webpage reached 7,666 with 153 retargeted. 72,640 impressions as well on Facebook.

2. 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.
 - a. Ms. Blake reported on 12 at 12 BRE luncheon. Had a difficult time getting attendees but was able to sponsor and host this event on October 4th in partnership with Sachse Chamber. Discussion was productive for those who attended and had good feedback.
 - b. Sachtobertfest was work intensive and the fact that this event was rained out was a huge disappointment.
 - c. Trying to get updated contract finalized on GISD grant and have been working with Leadership Sachse.
 - d. Ms. Blake has attended two continuing education courses in Atlanta and New Orleans and will have one more class to attend in January before completing course work for CEcD cert.

- e. Working on ICSC Red River Conference booth for January 2019 and will be making appointments
- f. Sachse growth includes Hat Creek Burger Restaurant building approval, Golden Chick remodel approval, Enterprise under construction as is Marvel Car Wash, 7-11, Specs, and Sachse Plaza Drive Thru. See also Community Development report sent out in Board meeting packet
- g. Ms. Blake introduced two new Board Members to be starting their service in December. The Board President officially welcomed Tim Shivers and Tricia Lindsey as two newest members of Sachse Board.

3. Discuss and consider action on Marketing Plan 2018/2019.

Brad Weber presented documented plan for Sachse sales support to attract and retain businesses in Sachse. This plan targets four different areas: DFW area, Sachse residents, specific brands of restaurants/retail as well as preferred developers.

- a. Social Media will continue to be used to grow Sachse through Facebook, Twitter, Instagram, and Linked In. Will construct #hashtags to attract both professionals and young people. Will also use retargeting for EDC website page.
- b. Sachseedc.com will be the storefront as a tool for Brands. Want to redesign webpage to be more informational and attractive.
- c. Collateral such as visual displays for 5th Street Development, Sachse Station District, and aerial maps to attract Developers/CRE professionals, etc. to be created.
- d. Tradeshow ICSC Red River States in January 2019 and Las Vegas in May 2019 will be prime tradeshows so will set up display booths at both shows as well as NTCAR annually. Planning to enhance tradeshow materials with assistance of Eisenberg & Associates. Will not spend a lot of money on promotional items but will use small items for brand recognition. Will set up appointments before shows and will partner with developer of PGBT
- e. Public Relations will be utilizing published articles in formal media such as newspapers, magazines, etc. Blogs offer 3rd party reviews which may be valuable as well as help promote Sachse.
- f. Quarterly promotions will utilize a variety of platforms and campaign topics to be determined.
- g. Outdoor advertising will be placed on banners on State Highway 78 to identify Sachse to traffic and will be coordinated with City of Sachse.

Due to the amount of information presented, Jeff Bickerstaff made motion to approve Marketing Plan 2018/2019 be postponed until the December meeting. Niloufer Watkins second motion and motion passed unanimously.

4. Discuss possible future agenda items - None

At 7:38 p.m. Mr. Hauenstein made motion to convene to Executive Session

D. Executive Session

1. The Sachse 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.
2. Take any action as result of Executive Session

At 8:52 p.m. Open Meeting reconvened


E. Regular Agenda Items

1. Mike VanBuskirk made motion that since Karlos McGhee was not present tonight, Karlos be recognized at December 20th meeting for his service on the SEDC Board of Directors. Marcia Harris-Daniel second motion and motion passed unanimously.

F. Regular Meeting Closing

1. Adjournment at 8:54 p.m.

G. Adjournment



Spencer Hauenstein, President



Leslyn Blake, CEO