



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

Wednesday, January 30, 2019

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 Wednesday, January 30, 2019, 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, Tricia Lindsey, Tim Shivers, Niloufer Watkins, Leslyn Blake, Ex-Officio, Gina Nash, Ex-Officio

A. Regular Meeting Opening

1. Call to Order.

President Hauenstein called the meeting to order at 6:35 p.m.

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

Jeff Bickerstaff led the group in Invocation and Pledge of Allegiance to the U.S. and Texas Flags

B. Consent Agenda

1. Approve the minutes of December 20, 2018 Regular Meeting
2. Accept the monthly revenue and expenditure report for the period ending November 30, 2018 and preliminary budget report for December 2018.

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

C. Regular Agenda Items

1. Receive an update on The Station Mixed Use Development

City Manager Gina Nash, provided an update on the status of The Station mixed use development on PGBT.

2. Receive an update on the status of park projects approved by the Municipal Development

District and the Community Center.

Ms. Nash provided an overview of park projects that have been and will be funded by the MDD.

3. 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.

Received a staff update from CEO:

- Attended last training required to sit for CEcD. The training was Entrepreneurial and Small Business Development Strategies and was very well done and timely.
- The SEDC exhibited for the first time at the ICSC Red River Conference and Deal Making Event in Fort Worth and premiered new display elements that were well received by attendees.
- Ms. Blake worked with select City Staff to interview two finalists to develop the 5th St. mixed use district. She will share the team's recommendation during exec session.
- Ms. Blake will attend the Chamber's Legislative Days in Austin with City Manager Team, February 13-14, 2019

Ms. Watkins expressed her pride in Ms. Blake pursuing CEcD certification. Ms. Blake expressed her appreciation for being able to attend.

Received a Marketing Report from Marketing Specialist, Mr. Brad Weber

- ICSC Red River event success with new materials and model train on track to promote The Station.
- Preparing for ICSC RECon, Las Vegas
- New aerial map completed
- Webpage updates: maps, news feeds to come
- Christmas gifts delivered to officials and local businesses
- Mr. Weber provided a summary of social media marketing highlighting the Business of the Week and our Instagram launch: @Sachse_Economic_Development
- We have an increase in social media followers with Facebook being the most robust online platform.

Ms. Lindsey commented about how many times people asked about Backyard on 5th and if we could host the event now. She expressed praised for the event. Ms. Watkins expressed the same compliments, and suggested we capitalize on the success of the event and its popularity.

D. Executive Session:

Adjourned into Executive Session at 7:19 pm

1. The Sachse Economic Development Corporation shall convene into Executive Session pursuant to Texas Government Code Section §551.087: Deliberation regarding Economic Development Negotiations: Discussion of Economic Development incentive for a business prospect.

2. The Sachse Economic Development Corporation shall convene into Executive Session pursuant to Texas Government Code Section §551.072: Deliberation regarding the purchase, exchange, lease, or value of real property generally located within the City of Sachse along State Highway 78.

Adjourned from Executive Session and returned to Regular Meeting at 8:52 pm.

3. Take any action as a result of Executive Session.

No action taken.

E. Regular Meeting Closing

1. Adjournment

Meeting was adjourned by Mr. Hauenstein at 8:52 pm.



Spencer Hauenstein, President



Leslyn Blake, CEO