



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

Thursday, March 21, 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 Thursday, March 21, 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

Absent: Tricia Lindsey

A. Regular Meeting Opening

1. Call to Order.

President Hauenstein called the meeting to order at 6:30 p.m.

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

Mr. 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 February 21, 2019 Regular Meeting
2. Approve the minutes of March 1, 2019 Special Meeting
3. Accept the monthly revenue and expenditure report for the period ending January 31, 2019 and preliminary budget report for February 2019.

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

C. Regular Agenda Items

1. 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, Ms. Leslyn Blake:

- New Businesses Update
- Five Loaves Coffee Shop/ Resale unable to move forward due to budgetary issues involved with repairs required for CO
- SEDC Day – Leadership Sachse
- Legislative Committee:
  - Council appointments – Michelle Howarth; Cullen King
- Backyard on 5<sup>th</sup>
- New Position
- 5<sup>th</sup> St. Development

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

- Website Redesign
- General Marketing Piece
- Backyard on 5<sup>th</sup>
- Street Pole Banners
- Social Media Report

2. Discuss and consider action on a funding request for a project for the purchase of fireworks for the City of Sachse, for Red, White and Blue Blast festivities at Heritage Park, in an amount not to exceed \$20,800.00.

Received a report on the Red, White and Blue Blast from Parks & Recreation Director, Lance Whitworth as part of his request for funding.

Mr. Shivers asked about the history of the event and the EDC's return on investment from this sponsorship.

Ms. Watkins asked about how we could maximize our marketing opportunities at the event.

Mr. VanBuskirk made motion to approve the request for the purchase of fireworks for the City of Sachse, for Red, White and Blue Blast festivities at Heritage Park, in an amount not to exceed \$20,800.00. Seconded by Ms. Watkins. Motion was passed with Mr. Shivers casting a dissenting vote.

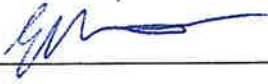
3. Discuss design of light pole banners on State Highway 78.

Mr. Weber provided a presentation on the light pole banner project

- EDC is funding project for City of Sachse Banners
  - Banners will be displayed along SH 78 in existing brackets
  - Six options were presented ranging from moderately conservative to bold and modern
  - Displayed a variety of options in order to attain feedback for Ms. Nash to deliver to the City Council who will have final decision
  - Each board member provided feedback on their preferences
- D. Regular Meeting Closing

1. Adjournment

Meeting was adjourned by Mr. Hauenstein at 7:45 pm.



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Spencer Hauenstein, President



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Leslyn Blake, CEO