



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

Thursday, April 18, 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, April 18, 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, Jeff Bickerstaff, Marcia Harris-Daniel, Tricia Lindsey, Tim Shivers, Leslyn Blake, Ex-Officio, Gina Nash, Ex-Officio

Absent: Mike VanBuskirk, Niloufer Watkins

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 March 21 , 2019 Regular Meeting
2. Accept the monthly revenue and expenditure report for the period ending February 28, 2019 and preliminary budget report for March 2019.

Mr. Bickerstaff made motion to approve the Consent Agenda Items as presented and Ms. Lindsey seconded. Motion was passed by unanimous vote (4-0, Ms. Harris-Daniel was not present for 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:

- Backyard on 5th Opening
- 25 Year Anniversary logo and special events including event to honor friends of the SEDC, and special promo at BYO5 to recognize the SEDC
- Twelve @ 12 Business Retention Luncheon
- Legislative Committee
- 5th Street Development Opportunities
- New position
- Street Pole Presentation provided to the City Council. Council requested changes including addition of the caboose.
- New Business Update
 - Community BBQ
 - 7-11
 - Tarbooshi
 - Hat Creek
 - Athletico Physical Therapy
 - Golden Chick
 - Marvel Car Wash

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

- Quarterly Promotion - Backyard on 5th
- Website – anticipating September launch
- ICSC RECon
- Sachse Chamber Golf Tournament Sponsorship
- Red, White, Blue Blast activation
- Commercial Real Estate Event
- Ranch Road Town Hall Meeting
- BYO5
 - Season Opener
 - Enhancements
 - Parking
 - Craft Brewer
 - Mr. Pide, Angel’s Ice Cream
- Social Media Report

Ms. Harris-Daniel complimented the Stein & Vine addition at Backyard on 5th and inquired about its potential permanency. She complimented the mulch added to the site.

Ms. Lindsey commented that it was great opening event.

Ms. Blake thanked City Manager / Staff for their assistance with the Backyard on 5th season opener.

2. Discuss streetscape improvements for State Highway 78 and 5th St.

Ms. Blake provided a presentation on the need to “facelift” State Highway 78

- July 2015 - Consultant hired to provide recommendations regarding potential streetscape/beautification efforts to upgrade SH 78 aesthetics:
 - Plantings and irrigation
 - Monumentation signage

- Decorative paving
- Decorative signals and lights
- Funding Options
 - Grants
 - General Fund
 - Partnership program with existing business
 - City of Sachse resources

Ms. Blake recommended starting beautification with a smaller area than originally recommended by consultant.

Mr. Shivers suggested that burying power lines would be favorable. Suggested that future lines would need to be buried. Asked about minor improvements to the North side of SH 78.

Ms. Harris-Daniel suggested that these improvements would show that something is happening in Sachse or “about to happen”.

Ms. Lindsey suggested that the talk about a downtown has already brought improvements to the surrounding area.

Mr. Hauenstein asked about money in the grant fund (170K), and whether or not Ms. Blake anticipated additional requests this year.

Consensus is that everyone wants to beautify SH 78. There is support to continue the project by pricing specific improvements.

Mr. Hauenstein congratulated Ms. Blake for her five years of service to the Sachse EDC.

- D. 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(s) for a business prospect.

Adjourned into Executive Session at 7:28 pm.

Reconvened into Regular Session at 8:10 pm.

E. Regular Meeting Closing

1. Adjournment

Meeting was adjourned by Mr. Hauenstein at 8:10 pm.



Spencer Hauenstein, President



Leslyn Blake, CEO