



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

Thursday, August 15, 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, August 15, 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: Spencer Hauenstein, Marcia Harris-Daniel

A. Regular Meeting Opening

1. Call to Order.

Vice President VanBuskirk called the meeting to order at 6:32 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 July 18, 2019 Regular Meeting
2. Accept the monthly revenue and expenditure report for the period ending June 30, 2019 and preliminary budget report for July 2019.

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

C. Regular Agenda Items

1. Discuss and consider action on the final FY 2019-2020 Sachse Economic Development Corporation Annual Budget.

City of Sachse Finance Director Teresa Savage presented the budget to the board and answered all questions.

Mr. Bickerstaff made motion to approve the FY 2019-2020 Sachse Economic Development Corporation Annual Budget as presented and Ms. Watkins seconded. Motion was passed by unanimous vote.

2. Discuss and consider a new marketing campaign.

SEDC Marketing Specialist Brad Weber reviewed need for new marketing campaign and presented slides of competitor campaigns. SEDC Marketing Agency Eisenberg and Associates presented several different advertising campaigns for Board comment. Several Board members commented on the different campaigns.

3. Consider and take action regarding a funding request for a project for Mr. Pide for exterior improvement costs for a project located at 6120 TX-78, in an amount not to exceed nine thousand dollars (\$9,000.00).

Ms. Blake proposed a grant for Mr. Pide restaurant for exterior improvements including bistro tables, umbrellas, sign, awning, curbside signs with logo.

4. 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 provided an update on the annual GISD grant informing the Board that the contract for the 2019/2020 year had been signed. The Legislative Committee met for the first time and received an overview. They will meet quarterly as a Committee and individually attend noteworthy events to interact with lawmakers. Ms. Blake is serving on the Leadership Sachse planning committee and is involved with planning the 2019/2020 program. She updated the Board on recent development in the City.

Mr. Weber provided an update on the following projects:

- Preparing for NTCAR event – SEDC will have a booth
- Working on event specifically geared to CRE Professionals
- Planning VIP Party to celebrate SEDC's 25th Anniversary
- Working on website overhaul
- Backyard on 5th:
 - Purchased handheld paper fans for patrons to use during hot summer months
 - Brought in a Farmers Market
 - Weekly featured Craft Brewery
 - Working on future activations
 - Presented website metrics
- Reviewed social media activity for month

D. Executive Session

1. Pursuant to Texas Government Code Section §551.087: Deliberation regarding Economic Development negotiations: Discussion of an Economic Development incentive for a proposal from a developer for 5th Street development.

At 7:56 p.m. Mr. VanBuskirk made a motion to convene to Executive Session.

Open Meeting reconvened at 8:56 p.m.

Ms. Watkins made motion to approve a funding request for a project for Mr. Pide for exterior improvement costs for a project located at 6120 TX-78, in an amount not to exceed nine thousand dollars (\$9,000.00). Ms. Lindsey seconded. Motion passed 4-1 with Mr. Bickerstaff voting no.

Ms. Lindsey made a motion to authorize the CEO to negotiate and execute a contract with Urban Partners based on the scope of work and terms outlined. Mr. Shivers seconded. Motion passed unanimously.

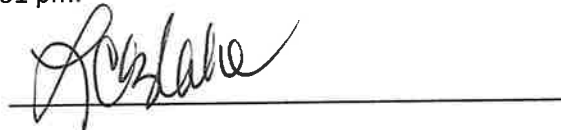
E. Regular Meeting Closing

1. Adjournment

Meeting was adjourned by Mr. VanBuskirk at 9:01 pm.



Mike VanBuskirk, Vice President



Leslyn Blake, CEO