



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

Thursday, October 17, 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, October 17, 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 6:31 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 September 19, 2019 Regular Meeting
2. Accept the Quarterly Investment Report for the quarter ending June 30, 2019.
3. Accept the monthly revenue and expenditure report for the period ending August 31, 2019 and the preliminary budget report for September 2019.

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

C. Regular Agenda Items

1. Discuss and consider establishing a Marketing Committee.

Mr. Shivers presented on the formation of a Marketing Committee indicating that it would:

- Be advisory in nature
- Provide opportunity to brainstorm and share opinions about marketing strategies
- Help with brand exposure
- Committee made up of
 - EDC Board Member
 - Mr. Weber, SEDC Marketing Specialist
 - Arlo Eisenberg, Eisenberg & Associates
 - Julie Whitworth, City of Sachse, Communications Strategist
 - Rotating member from the Commercial Real Estate Community

Mr. Shivers made a motion to approve the formation of a Marketing Committee as presented that will serve as an advisory committee to the SEDC staff, with the Board Member serving on the Committee being himself, Mr. Shivers. Motion was seconded by Mr. VanBuskirk. Motion was passed by unanimous vote.

2. Discuss and consider the draft 2019-2020 Strategic Marketing Plan.

Mr. Weber provided a briefing on the SEDC Strategic Marketing Plan for FY 2019-2020. The presentation included an overview of the 2018-2019 Marketing Plan. Mr. Weber indicated that the primary focus of the 2019-2020 Marketing Plan was to reach Commercial Real Estate Professionals.

Ms. Watkins inquired about our plans for the website and proposed website be topic of discussion in a future meeting. Mr. Weber and Ms. Blake explained that we are in the middle of a website overhaul.

Ms. Lindsey made a motion to approve the 2019-2020 SEDC Strategic Marketing Plan. Motion was seconded by Ms. Watkins. Motion was passed by unanimous vote.

3. Receive an update on the 5th Street Mixed Use District Development Project.

Ms. Blake provided a briefing on the "Idea Summit" that occurred with consultants. Essential City of Sachse Staff and EDC Staff were present. Ms. Blake relayed to the team that the primary reason to come to the 5th St. District is to eat, shop or go to work. Ms. Blake will continue to search for analogs to share with Urban Partners that are helpful for them in understanding our vision. Ms. Blake displayed the current rendering and provided explanation.

Next step is a refined site plan from consultants. Items will get more specific in regards to use and parking. After this, they will begin pro-forma.

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.

CEO Report:

- We are 16% higher in our revenue category that anticipated
- Backyard on 5th revenue was up 21%
- \$10,000 grant from GISD

Development and Plan Review report included Service First Auto Center, Milex Complete Auto Care, Take Five, Shops at Woodbridge Commons, storage facility behind Shops at Woodbridge, Dough Gourmet Pizza, Sachse Discount Pharmacy, The Station. Strip center on Woodbridge Parkway already being marketed. Black Rock Coffee has been signed for this location.

Marketing Specialist Report:

- Sponsored Sachse Chamber's Fall Fest with Photo Booth
- Invitation Only 25 Year Celebration on November 21
- ICSC Red River and exhibit refresh
- Attended the Methodist Richardson Gala Cocktail Reception
- Backyard on 5th update
- Social Media analysis shows that our greatest growth was on Linked In

Ms. Blake followed up sharing that signs for The Station and 5th St. would be displayed at Backyard on 5th for the remainder of the season.

Ms. Lindsey said that she received good feedback on our "Dine with Your Dog" event at Backyard on 5th.

Mr. Shivers requested additional updates on the content of 5th St. Development meetings during the long break between meetings. Ms. Blake reminded the Board that they cannot "reply all".

D. Regular Meeting Closing

1. Adjournment

Meeting was adjourned by President Hauenstein at 7:51 pm.



Spencer Hauenstein, President



Leslyn Blake, CEO