



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

Thursday, June 20, 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, June 20, 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 followed, 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: Niloufer Watkins

Regular Meeting Opening

Meeting called to order at 6:31 PM by Spencer Hauenstein. Invocation offered by Jeff Bickerstaff who also led in the Pledges to United States and Texas flags.

Consent Agenda

1. Consider and take action on minutes of the Sachse Economic Development Corporation regular meeting of May 16, 2019.
2. Accept the Monthly Revenue and Expenditure Report for the period ending April 30, 2019 and the preliminary budget report for May 2019.
3. Accept the Quarterly Investment Report for the quarter ending March 31, 2019.
4. Approve the Consent Agenda Items as presented.

Mr. Shivers made a motion to move Item 2 off of the Consent Agenda. Mr. Hauenstein made a motion to approve Consent Agenda Items 1, 3, and 4 and motion seconded by Ms. Lindsey. Motion passed.

- *Mr. Shivers had question regarding item 2 with the expectations of the expense and revenue. Was it anticipated that we would be ahead now and later in the year have more expenses or is it flexible? Ms. Blake responded that some of the line items are more flexible throughout the year. Mr. Shivers requested a report showing the percent toward obtainment to see if we are staying on track so we are aware of any expenditures that can come up later in the year.*

Mr. Shivers made a motion to approve Consent Agenda Item 2 and motion seconded by Ms. Lindsey. Motion passed unanimously.

Regular Agenda Items

1. Introduction of Keri Huth, Special Events Coordinator

- Ms. Blake introduced Keri Huth as the latest addition to Economic Development staff. Ms. Huth is in her 3rd week on the job. Her primary function is management of Backyard on 5th.

2. Discuss and consider the preliminary 2019-2020 fiscal year Sachse Economic Development Corporation annual budget.

- Ms. Blake reported on each budgetary line item that changed year over year.
- *Mr. Van Buskirk asked for a breakdown of each salary and an emailed copy of the budget breakdown.*

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.

- Ms. Blake indicated that the EDC attended ICSC RECon in Las Vegas and that Mr. Weber would provide more details in his presentation. ICSC lacked opportunities for “fresh prospecting” so having a booth was valuable.
- Onboarding new position primarily the responsibility of Mr. Weber
- SH 78 Streetscape update will be presented at next meeting
- Opportunity has arose for help leasing a commercial space on Ben Davis. Was listed on our social media sites.
- Street Pole Banners are ready and will be erected after the 4th of July holiday
- Legislative Committee meeting did not occur and trying to set the next meeting in August
- Ms. Daniel has invited Ms. Blake to present at a meeting of the Garland Referral Network group
- Preparing a façade improvement plan for Mr. Pide restaurant

Mr. Weber provided the Marketing Report:

- Working with agency to create a new marketing campaign
- Attended Texas Economic Development Council Conference
- Red, White and Blue blast presence increased with 10 by 10 tent that includes a photo booth from “The Social Production” as well as a roaming photo booth. Ms. Huth will attend the event and share information on Backyard on 5th as well as hand out a promotional coupon for BYO5.

- Onboarding Ms. Huth and getting her up to speed on operation of Backyard on 5th and the EDC generally
- Farmers Market at BYO5 planning is underway. Two Farmers Market vendors will be at Backyard on 5th this Friday.
- Craft Brewers are at Backyard on 5th, and they are small businesses that care about what happens in Sachse and engage with the community and the venue. Brewers include Thirsty Bro, Oak Highlands, Peticolas and Tupps.
- Chase Oak Church constructed large picnic tables with their small groups and will return to paint them turquoise in an effort to promote community. This derives from a popular Austin area project.
- 25 Year Anniversary celebration at Backyard on 5th being planned to allow the Community to celebrate with the EDC on October 25th. Focus on the number 25.
- ICSC RECon was a success. Nearly 40,000 people in attendance. Opportunity to share social media from the event. Attended professional development sessions including one on food trucks. Prospecting opportunities were repetitive but got us in front of desired brands again, strengthening relationships.

Mr. Bickerstaff indicated a need to be consistent regarding BYO5 and Twitter use

4. Consider and take action regarding a funding request for Sevket Polat for project located at 6120 SH78.

- Mr. Polat was not able to attend. Item postponed.

Mr. Bickerstaff made a motion to postpone and Ms. Davis seconded the motion. The motion passed with five yes votes and Ms. Davis dissenting.

At 7:32 p.m. Mr. Hauenstein adjourned to Executive Session.

Executive Session

1. Executive Session pursuant to Texas Government Code Section 551.087 Deliberation regarding economic development negotiations for an incentive for a business project.

Open Meeting reconvened at 8:09 p.m.

2. Consider any action necessary as a result of executive session

Regular Meeting Closing

1. Adjournment

- At 8:09 p.m. meeting was adjourned by Spencer Hauenstein.



Spencer Hauenstein, President



Leslyn Blake, CEO