



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

Thursday, July 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, July 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 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

Meeting called to order at 6:34 PM by Spencer Hauenstein. Invocation offered by Jeff Bickerstaff who also led in the Pledges to United States and Texas flags.

B. Consent Agenda

1. Consider and take action on minutes of the Sachse Economic Development Corporation regular meeting of June 20, 2019.
2. Accept the Monthly Revenue and Expenditure Report for the period ending May 31, 2019 and the preliminary budget report for June 2019.
3. Approve the Consent Agenda Items as presented.

Mr. VanBuskirk made a motion to approve Consent Agenda Items and motion seconded by Mr. Bickerstaff. Motion passed.

C. Regular Agenda Items:

1. Receive an update on streetscape improvements for SH 78 and 5th Street area.

Ms. Blake gave an update on the status of the project. She is recommending waiting to move forward until a developer for the 5th St. District is selected and inviting their input for the planning of the streetscape.

2. Discuss and consider the preliminary FY 2019-2020 Sachse Economic Development Corporation Annual Budget.

Ms. Blake presented the second review of the budget. Mr. Shivers asked what are some of the benefits EDC will receive with the Communication Officer. Ms. Blake responded that the position will help promote and will be an additional resource for EDC. Mr. Shivers suggested we leverage that person as much as possible. Ms. Blake said that Brad and new position will work close together.

Mr. VanBuskirk asked for a breakdown of what is included in the operating transfer line item as well as a recap of year end financials for the last five years.

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.

Staff Report: Leslyn Blake

Presented at the Garland Referral Network on 6/26

Attended The Station Groundbreaking and Chamber Annual Mayoral Luncheon.

Marketing Report: Brad Weber

New marketing campaign (branding)

SH 78 Street Pole Banners are up

Working on programming the SEDC 25 year campaign

Website redesign

Public Relations – develop relationships with Dallas area food bloggers; increase involvement in Dallas Chamber; pitch BYO5 to Food Network Shows; Monthly Press Releases.

Events – NTCAR Expo – Sept. 5 -7 pm in Dallas at Gilley's; good data collected during Red, White and Blue Blast Activation.

BYO5 – change of hours 6-10 pm; Farmer's Market on July 26th; exploring additional activations

Social Media – inviting page visitors and followers

Mr. Shivers mentioned he liked all the data from the Red, White and Blue Blast.

At 7:16 p.m. Mr. Hauenstein made a motion to convene to Executive Session.

D. Executive Session pursuant to Texas Government Code Section 551.087
Deliberation of Economic Development Negotiations:

A. Deliberation regarding economic development negotiations for an incentive for a business prospect.

Open Meeting reconvened at 8:06 p.m.

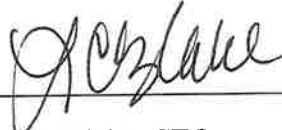
- Consider any action necessary as a result of executive session:

Adjournment

- At 8:06 p.m. meeting was adjourned by Spencer Hauenstein.



Spencer Hauenstein, President



Leslyn Blake, CEO