



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

July 16, 2020

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 16, 2020, 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, Tim Shivers, Jeff Bickerstaff-Council Liaison, Marcia Harris-Daniel, Tricia Lindsey, Mike VanBuskirk, Niloufer Watkins, Leslyn Blake-ex-officio, Gina Nash-ex-officio

Absent: Tim Shivers

**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 the June 18, 2020 Regular Meeting.
2. Accept the monthly revenue and expenditure report for the period ending May 31, 2020 and preliminary budget report for June 2020.
3. Approve the Consent Agenda Items as presented.

***Ms. Lindsey made a motion to approve consent agenda items. Ms. Watkins seconded. Motion was passed by unanimous vote.***

**C. Regular Agenda Items**

1. Receive a presentation on the redesign of the SEDC website.

The Eisenberg Agency team presented a mockup of the landing page of the site to the Board and previewed the design for select interior pages. Staff requested feedback from the Board and all the board members complimented the site design and were pleased with the new look and feel. Mr. VanBuskirk and Mr. Bickerstaff both commented that they had some reservations regarding the opening video. Several Board members made comments about the site. A suggestion was made by several members to keep the banner up while the video played as well as announce "Sachse" earlier in the video loop. Ms. Watkins and Mr. VanBuskirk were concerned that the average viewer might not understand the hamburger menu icon and suggested replacing it with another icon for site navigation. Staff reviewed next steps in the process.

2. Receive an update on the SEDC Small Business Grant Program.

Ms. Blake provided a recap on the results of the program and the names of the grant recipients. Staff was interviewed by the local paper regarding the program. A focus group of the grant recipients will be conducted in August to discuss ongoing needs. Mr. VanBuskirk inquired if any business that applied for a grant did not receive the grant and Ms. Blake responded that one business did not receive the grant. Ms. Harris-Daniel asked if the Chamber could be utilized to a greater extent in any future effort and Ms. Blake responded that the Chamber had been a great partner and the partnership would continue with any future effort.

3. Discuss and consider the preliminary 2020-2021 fiscal year Sachse Economic Development Corporation annual budget.

Ms. Blake presented the preliminary budget to the Board. Mr. VanBuskirk requested details on operating transfers budgets.

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 updated the Board on recent activity:

- Strategic Plan session – Ms. Blake inquired as to the Board's preference for an in person meeting or via zoom. After a discussion, it was decided to have the session via Zoom.
- Purchase of Cars Under the Stars sponsorship for the Sachse Chamber event
- Publication of ad in the *Dallas Business Journal*
- Receipt of grant from GISD
- Update on 5<sup>th</sup> St. District planning activity

**At 7:38 p.m., President Hauenstein convened from regular meeting into Executive Session**

#### **D. Executive Session**

1. The Sachse Economic Development Corporation shall convene into Executive Session pursuant to Texas Government Code Section §551.087: Deliberation regarding Economic Development Negotiations: Deliberation regarding economic development incentive for retail or commercial business projects seeking to locate within the City of Sachse.

2. The Sachse Economic Development Corporation shall convene into Executive Session pursuant to Texas Government Code Section 551.074 Personnel: Discuss the annual evaluation of the CEO.

2. Take any action as a result of Executive Session

**E. Regular Meeting Closing**

1. Adjournment

Meeting was adjourned by President Hauenstein at 9:50 pm.



Spencer Hauenstein, President



Leslyn Blake, CEO