



MINUTES OF THE SPECIAL MEETING OF THE BOARD OF DIRECTORS OF THE  
SACHSE ECONOMIC DEVELOPMENT CORPORATION

Thursday, July 23, 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 5:00 p.m. on Thursday, July 23, 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, City Council Liaison, Mike VanBuskirk, Marcia Harris-Daniel, Tricia Lindsey, Niloufer Watkins, Leslyn Blake-ex-officio, Gina Nash-ex-officio

Absent: Jeff Bickerstaff

**A. Special Meeting Opening**

1. Call to Order.

President Hauenstein called the meeting to order at 5:01 p.m.

2. Invocation and Pledge of Allegiance to the U.S. and Texas Flags.

Ms. Harris-Daniel led the group in Invocation and Pledge of Allegiance to the U.S. and Texas Flags

**B. Special Agenda Items**

1. Discuss and consider action on a Strategic Plan for the SEDC.

Staff began the session by asking the Board to consider what impact COVID-19 has had on the Sachse business community; what future impact they anticipate the pandemic to have, and what the SEDC's role should be in addressing the impact. The overall consensus was that response to the pandemic was necessary but should be part of an overall strategy and not the focal point.

Ms. Blake recommended that a two year Strategic Plan be developed with a detailed COVID-19 response action plan as the first priority, followed by 5<sup>th</sup> St. District actualization, a marketing program, and a formalized prospecting program. She recommended

consideration of a draft COVID-19 response plan that she designed and would send to the Board for review.

Mr. VanBuskirk requested that the slides from the presentation be sent to the Board for consideration prior to working on the Mission Statement for the organization. Mr. Shivers requested that the Board gather again for a special meeting to continue the planning using traditional strategic planning techniques, and requested that Ms. Blake send the response plan, the presentation, and the links that Ms. Harris-Daniel referred to, to the Board for review prior to the next special meeting.

**C. Special Meeting Closing**

1. Adjournment

Meeting was adjourned by Mr. Hauenstein at 6:09 pm.



Spencer Hauenstein, Vice President



Leslyn Blake, CEO