



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

May 20, 2021

STATE OF TEXAS

COUNTIES OF DALLAS AND COLLIN

The Board of Directors of the Sachse Economic Development Corporation convened in a public meeting at 6:00 p.m. in the Reservation Room at the Michael J. Felix Community Center on Thursday, May 20, 2021, 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, Marcia Harris-Daniel, Teddy Kinzer, Angela Keeton, Niloufer Watkins, Jeff Bickerstaff-Council Liaison and Gina Nash, Executive Director.

Absent members: Angela Keeton and Niloufer Watkins

President Hauenstein called the special meeting to order at 6:04 p.m.

**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.

**Consent Agenda Items**

1. Approve the minutes the April 15, 2021, special meeting.
2. Approve the minutes of the May 6, 2021, special meeting.
3. Accept the monthly financial reports for the period ending March 31, 2021.
4. Approve the Consent Agenda as presented.

Mr. Shivers mad a motion to approve the consent agenda items as presented. Mrs. Harris-Daniel seconded that motion and the motion was unanimously approved.

## Regular Agenda Items

### 1. Hold a discussion regarding goals, objectives, and Bylaws as it relates to the Type B Corporation.

Mr. Petty with Petty and Associates presented and fostered discussion on the goals and actionable objectives for the Economic Development Corporation (EDC). This will help to realign the EDC and the City Council to be moving in the same direction. Details can be added after the framework is set.

Mr. Petty explained that there are two strategic priorities: business attraction and business retention and expansion. Within those two areas, there are three things that we need to be able to do and there must be measurable objectives.

1. Alignment and ownership between EDC, Council and City organization. – It is a collective effort to engage as a community to attract business and maintain the businesses we have. The goal is to take siloes out of the equation.
2. Data harvesting – Meaningful data needs to be identified and collected that will help EDC understand community needs and accurately measure EDC performance.
3. Available Resources – Be in touch with dedicated resources to be able to work within the ability of those resources.

Mrs. Nash emphasized the importance of data harvesting and analyzing the needs of the community. She expressed a need for technical staff that understands city development and planning to be successful. The challenge will be that often, we want everything to be done now but there must be a reasonable plan to take it one step at a time. She would prefer to under promise and over deliver and will need staff support to achieve success as well as the critical engagement of the EDC and Council.

Mr. Petty presented the five goals relating to business attraction that were derived from the previous discussion in no particular order.

1. Invest in education, workforce training, infrastructure, and essential public services.
  - a. Identify data sources to establish accurate and measurable criteria to accomplish goals
  - b. Actively seek opportunities to partner workforce resources with new business prospects.
  - c. Support specific Sachse infrastructure needs necessary for targeted business attraction.

Several board members would prefer to see #1 move down the list so it does not appear to be the most important.

Ms. Harris-Daniels pointed out the importance of relationships and engagement in each of these goals. When the relationship with educational structures around Sachse is deepened, the relationships with the business owners are bolstered. If relationship building is missed, Sachse misses out on getting the attention of those that may benefit the community.

2. Attract a wide and healthy variety of resilient businesses and the talent that supports them.
  - a. Secure access to data bases for business start-ups and relocations.
  - b. Analyze Sachse business sectors to determine greatest needs and opportunities in light of local and regional demand.
  - c. Maintain up to date materials and marketing participation when possible.
  - d. Survey citizens and businesses to determine needs and desires and include data in 1.C

Much of the data is free but it takes a very savvy person to mine and analyze the information. Some resources will cost money in order to run models.

3. Attract good paying jobs that raise the overall average income in Sachse.
  - a. Gather, analyze, and maintain Sachse wage and income data base
  - b. Apply wage data to business attraction tools and incentive considerations.
  - c. Target marketing materials to business sectors that increase overall income levels.
  - d. Identify opportunities to incubate and/or support businesses that produce high paying jobs.

Mr. Petty pointed out that if the goal is changed, or it is not the direction the EDC wants to go then this may change, but there must be measurable objectives to see if we are off track. It is important to understand the needs of the community so the businesses that will help and benefit them are actively targeted, then speak the language of that sector to attract them.

4. Provide tools and resources to improve the SH 78 Corridor.
  - a. Support City efforts to develop a SH 78 Corridor Redevelopment Overlay.
  - b. Seek opportunities to re-purpose deteriorated properties.
  - c. Improve 5<sup>th</sup> Street entryway.
  - d. Identify unique neighborhood businesses to bring to corridor.

Mr. Petty explained that something must be done to make progress on the SH 78 corridor. This is not something the EDC leads but must support. Mrs. Nash informed the board that the city comprehensive plan was going to be updated next year and staff will study the corridor to understand where the focus should be. This should set the stage for a potential overlay and revitalization. Zoning and incentives will need to be tailored to fit the desired outcome. EDC will be critical in supporting the plan.

5. Aggressively pursue unique arts, entertainment, and dining venues.
  - a. Support City efforts to develop a SH 78 Corridor Redevelopment Overlay.
  - b. Seek opportunities to re-purpose deteriorated properties.
  - c. Improve 5<sup>th</sup> Street entryway.
  - d. Aggressively pursue unique neighborhood businesses to bring to corridor.
  - e. Attract new uniquely Sachse restaurants and businesses to anchor the 5<sup>th</sup> Street District.  
Utilize land use needs gleaned from survey.

Mr. Kinzer would like particular attention given to the arts. Mr. Shivers agreed that investing in creative venues and events is a catalyst for attracting good business. Board members would like to see Sachse residents having fun in Sachse and attracting those from surrounding communities. Mr. Petty suggested sending a survey to residents to find out what they would like to see in Sachse that is not already established. EDC needs to understand the desire for uniqueness and support movement in that direction.

Mr. Kinzer emphasized the importance of educating residents on the importance of businesses in Sachse. Most residents do not want taxes to go up but also frequently are not interested in seeing the businesses go in. The correlation between new business and taxes needs to be shown.

Mr. Petty presented goals for the second half of the strategic plan related to business retention and expansion in no particular order.

1. Support efforts to redevelop and repurpose the SH 78 Corridor with unique neighborhood businesses in Sachse needing to relocate or expand
  - a. Partner with City to identify opportunities to re-purpose deteriorated properties.
  - b. Improve 5<sup>th</sup> Street District entryway.
  - c. Aggressively pursue unique neighborhood businesses to bring to corridor.

This goal is specifically targeted toward those businesses that are actively working hard to relocate out of Sachse. Possibly new entry feature businesses would benefit retention and attraction efforts. Mr. Shivers suggested adding beautification to this set of objectives to help support redevelopment efforts.

Mr. Kinzer pointed out SH 78 has been threaded into three goals so it needs to be recognized as a major area of effort. The members discussed if SH 78 was focused on too much or if by focusing effort there it will encourage more organic improvement. Some areas of SH 78 may not need as much attention.

Mrs. Nash emphasized that the legacy of this EDC is SH 78 corridor. That is where the harder work is and where the steady attention will need to be focused. Each year the plan and the strides toward the goal need to be re-evaluated.

2. Let Sachse businesses know who we are and what we do
  - a. Identify appropriate data sources to gather information on all Sachse businesses with 10 or more employees and record in database.
  - b. Prepare contact form and make personal contact with each of 1.A.
  - c. Incorporate Chamber and/or other volunteers to enlist in business contact effort.
  - d. Prepare annual report to reflect State of Small Businesses in Sachse.
  - e. Produce communication materials designed to distribute to small business to increase awareness of EDC resources

This goal speaks to helping business owners understand what the EDC is, why it is here, and what it does. Let people know how EDC can help them and their businesses. If small business feels like they have a place at the table and the EDC reaches out to help them feel like they have a place, there is a better chance of retaining those businesses.

3. Utilize public and private partnerships to provide link between EDC, local businesses, and expansion/improvement partners.
  - a. Identify appropriate data sources for each Sachse business sector and develop information material.
  - b. Prepare and distribute Support Sachse Small Business campaign and materials for each business sector.
  - c. Host networking events that bring local businesses together to share information and forge business relationships.

In relation to resources, it is critical to plan well. Staff will not be able to tackle the effort without a well-structured plan and the proper resources to carry it out. Mobilize chamber, local business, clubs, and community to move toward success. Businesses are interested in networking. The Board recognized the importance of sector specific networking opportunities and how it can help small businesses connect to resources that they may not have had time to connect with otherwise.

## Executive Session

At 9:21 p.m., the Sachse EDC recessed into Executive Session to discuss the following items:

1. The Sachse Economic Development Corporation shall convene into Executive Session pursuant to Texas Government Code Section §551.087: Deliberation regarding Economic Development Negotiations: Discussion of Economic Development incentive for retail or commercial business projects seeking to locate within the City of Sachse.
2. The Economic Development Corporation shall convene into Executive Session pursuant to Texas Government Code, Section §551.087 Economic Development Deliberations: to deliberate the offer or other financial incentive to a business prospect generally located along the President George Bush Turnpike.
3. Take any action as a result of Executive Session.

At 10:14 p.m., the Sachse EDC reconvened back into regular session.

No action was taken.

## Adjournment

Meeting was adjourned by President Hauenstein at 10:14 p.m.



Spencer Hauenstein, President



Gina Nash, Executive Director