



**Minutes of the Regular Meeting of the Board of Directors of the
Sachse Economic Development Corporation
Thursday, October 28, 2021**

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6:00 p.m. on Thursday, October 28, 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.

Members present: Vice President, Tim Shivers; Marcia Harris-Daniel; Teddy Kinzer; Cedric Alford; Mayor Pro Tem, Jeff Bickerstaff; EDC Executive Director and City Manager, Gina Nash; Assistant to the City Manager – Economic Development, Jerod Potts; and Interim City Secretary, Leah Granger.

Members absent: President, Spencer Hauenstein, Niloufer Watkins, Angela Keeton

Vice President Shivers called the meeting to order at 6:02 p.m.

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

Ms. Harris-Daniel gave the invocation and led the board in the Pledge of Allegiance to the U.S. and Texas flags.

Consent Agenda

- 1. Approve the minutes of the September 16, 2021, regular meeting.**
- 2. Accept the monthly financial reports for the period ending September 30, 2021.**
- 3. Approve the Consent Agenda as presented.**

Mr. Kinzer made a motion to approve all consent agenda items as they are presented. Ms. Harris-Daniel seconded the motion and it carried unanimously.

Regular Agenda Items

1. Consider and take action on reports and presentations by the Sachse Economic Development Corporation President, Board Members, Executive Director and staff regarding items of community interest, special events, announcements and activities, office, industrial, commercial, retail, business retention and marketing projects.

Ms. Nash presented a report of items that took place in the previous month.

Ms. Nash had the opportunity in early October to travel to Chicago with the marketing teams from the Chambers of Commerce for the greater Dallas region and Fort Worth. EDC directors from Allen, Fairview, and Lancaster were also in attendance. They had the opportunity to market the DFW region to commercial brokers and site selectors as many of those groups are based in Chicago. The group attended nine meetings in 36 hours, and appointments included well known brokers such as CBRE and JLL. She was also able to meet with the group that brought Sachse project Apollo. It was an opportunity to hear firsthand what those groups will be looking for in future projects as well as gain a better understanding of their impression of the North Texas market. It was also a chance to share about specific communities in DFW, available land, and what these communities are looking for in future projects.

The brokers indicated that multi-family, residential, and industrial projects are currently the focus for developers. The trend of onshoring is on the horizon. With the supply chain issues around the country, there is a push to move operations back into the US and Central America. Industrial projects, including light industrial projects, are forthcoming and will help our residents attain goods faster.

Dr. Alford asked if Sachse has the land to be a player in the competition for these types of projects. Ms. Nash replied that there is some land on the PGBT that lends itself to light industrial and manufacturing businesses. She went on to say that having the zoning already in place for light industrial business puts Sachse in a unique position. Developers prefer not to take the required time to make those necessary changes. As with project Apollo, brokers look for land that has the entitlements needed to move forward.

Ms. Nash said it was a fast and fruitful trip. It was a good first step in establishing a relationship with the Dallas Regional Chamber. They are more likely to think of Sachse when opportunities arise. She suggested that it would be beneficial for Sachse to participate in these trips once a year.

Ms. Nash presented a review of Fallfest. Ms. Harris-Daniel, Ms. Keeton, and Mr. Potts did a great job with the booth reaching out to attendees and letting the community know about EDC. Mr. Potts obtained coffee donations from Black Rock Coffee Bar that drew a lot of people to the booth. Ms. Harris-Daniel complimented Mr. Potts' efforts. She was able to make connections with small business owners and was impressed with all the offerings at Fallfest.

Mr. Kinzer estimated the event attracted roughly five thousand attendees and noted that all vendors ran out of something indicating a great turnout. He mentioned that the blood drive was successful and the Walk to End Alzheimer's had enough participants to make Sachse an official stop for the organization. He said Audrey Wallace did a great job advertising the food drive and roughly thirty thousand pounds of food were donated to 5 Loaves Food Pantry.

The asbestos abatement and demolition of the buildings are moving along smoothly overall. Ms. Nash noted that the contractor has done a good job.

Ms. Nash announced that City Council named Leah Granger the Interim City Secretary at the October 18 meeting, and the group congratulated her on that promotion. She noted that it is a complicated role with a lot of legal ramifications and many responsibilities. Mr. Potts and Amanda Chi, Assistant to the City Manager, will be pitching in as needed to keep things running smoothly. The EDC FY21-22 budget will be affected and reviewed if she moves into the City Secretary role permanently. Ms. Granger will be helping with meetings and training Mr. Potts how to use the system.

GISD Education Foundation Tinsel & Trivia event is coming up. EDC supports this amazing event with the GISD Grant funds. The Foundation does a phenomenal job making it fun and raising quite a bit of money that will benefit district kids. She encouraged the members to attend.

2. Consider and authorize the City Manager as the Executive Director of the EDC to dispose of, donate or sell the property purchased for the Backyard on 5th Street event consisting of but not limited to tables, chairs, bar, stage, and playground equipment.

Ms. Nash indicated that the demolition of properties on 5th Street is nearing completion. The EDC Bylaws require that sale, disbursement, or destruction of property of any value must be approved by the board. There are 50 picnic tables and playground equipment on the property that will be demolished if not sold or donated. The City does not have storage capacity to hold on to the tables and is requesting to negotiate with and donate the items to churches and volunteer organizations. Chase Oaks Church has expressed interest in taking some of the tables and would be happy to lend them to the City if there was ever a need for them.

Mr. Shivers asked if there are plans for a Backyard on 5th event. Ms. Nash said she and Mr. Potts have talked about a groundbreaking event as a last hurrah for BYO5th. She shared some ideas they had and are thinking about. Chase Oaks has also talked about doing events similar to BYO5th. The Board liked the idea of the church and volunteer organizations utilizing the tables. Dr. Alford recommended including language navigating future use of the items in the agreements.

Board members discussed the rich culture BYO5th brought to Sachse and hopes there will be an opportunity sooner than later to use the property to create anticipation for what is to come. This would create a touchpoint to keep the activity in the forefront. They like the idea of connecting what was done in the past to future plans. Ms. Nash took the suggestions under advisement.

Ms. Harris-Daniel made a motion to authorize the City Manager as the Executive Director of the EDC to dispose of, donate or sell the property purchased for the Backyard on 5th Street event consisting of but not limited to tables, chairs, bar, stage, and playground equipment. Dr. Alford seconded the motion and it carried unanimously.

3. Discuss and consider the selection process for target business sectors based on the goals and objectives of the Sachse EDC.

Ms. Nash summarized staff's efforts and initial findings of data requested in the last meeting with the intention of the board starting to think about the information and dig deeper into the discussion at the next meeting. Mr. Potts has created an internal tracking sheet of indicators and these items will be updated periodically. The information is gathered manually right now but will be less time intensive once some delayed land development software arrives. She asked the board to consider the information provided, contemplate what goals they want to accomplish, and what needs to be understood. She reviewed some interesting demographic information for Sachse and noted some patterns as it relates to DFW as well as current demographics compared to previous numbers in Sachse. Of note, Sachse has had more permits in the last ten months than it has ever had and the year is not yet complete. This will continue to positively impact the tax base and revenue.

Dr. Alford asked what the key takeaway should be. Ms. Nash replied that these factors indicate what retailers look for when determining where to focus their next developments. Retailers have stopped looking at radius determined by miles and shifted to a radius of travel-time when considering if that area could support their business. Cities where traffic has become bogged down will have a smaller radius of impact than previously considered. Dr. Alford followed up by asking how this data can be leveraged so Sachse is not seen solely as a bedroom community and start the trend of doing something different. Ms. Nash responded that in order to understand where Sachse wants to go they must understand who they currently are. The data tells the board that Sachse has a high disposable income, highly educated workforce, and a surrounding area along with its own to pull from to court business. Local residents spend money on services and going out to eat, and there is land available on the PGBT that may be attractive to that end. The information gathered from these tools will help paint a picture of who Sachse is and what it can offer a developer or business.

The Board continued to discuss the data, personal experience, and implications in relation to target business sectors. Dr. Alford commented that with the limited land available and impacts of the decisions made, there is no room to make mistakes with data that is not specific enough. He asked if it would be worth the investment for the next level of granularity. Ms. Nash said that staff has brought information that can be found freely or by using previously purchased tools. The next step will be to find what the board would like to know next. Based on that information, staff will understand where to focus efforts, as well as direct the board to more appropriate tools or support that may be needed to achieve that goal. Staff will then be able to provide the board with some options and eventually bring in the appropriate consultants to demonstrate their capabilities. Ms.

Nash highlighted some of the demographics that are shifting younger rather than the anticipated shift older. The Board discussed implications of that difference. There is a need to focus on staying relevant and appealing to future generations that will be living in Sachse.

After further discussion, Ms. Nash said she would like for the board to spend the next meeting delving into the data and what additional information they need to determine target business sectors. She reminded the board that they had asked for homework in this effort and requested that they read over the data that Mr. Potts provides them. She also noted that the EDC Board will be meeting jointly in January with the City Council; having a better hold on the data and where the board would like to go from there will be a great asset. She would like to spend a significant amount of time at the November and December meetings discussing target sectors so that when the board gets together with Council, they will be able to give an update on the strategic plan and make a recommendation on this topic.

4. Request for future agenda items.

Mr. Shivers asked the board members present if there were any items they would like to see in the future. Dr. Alford applauded the work staff has completed and indicated he would like to see more of the same type of information. He was also interested in seeing more Dallas regional information. Mr. Kinzer would be interested in a presentation from the Dallas Regional Chamber and to have an opportunity to ask questions. Ms. Harris-Daniel would like to hear more about the housing, apartments, and build out information in Sachse. She suggested that a quarterly update on this topic would be beneficial. She said a business update would also be appreciated. Mr. Shivers agreed with the items suggested and would appreciate a discussion about business retention or understanding the situation with current businesses.

Regular Meeting Closing

Mr. Shivers adjourned the meeting at 8:33 p.m.



Tim Shivers, Vice President



Gina Nash, Executive Director