



Minutes of the Regular Meeting of the Board of Directors of the  
Sachse Economic Development Corporation  
Thursday, August 19, 2021  
State of Texas  
Counties of Dallas and Collin

The Board of Directors of the Sachse Economic Development Corporation (SEDC) convened virtually via Zoom in a public meeting at 6:00 p.m. on Thursday, August 19, 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:** SEDC President Spencer Hauenstein, Niloufer Watkins, Marcia Harris-Daniel, Angela Keeton, Teddy Kinzer, Cedric Alford, Mayor Pro Tem Jeff Bickerstaff, City Manager Gina Nash, Assistant to the City Manager – Economic Development Jerod Potts, Executive Assistant to the City Manager Leah Granger, and Director of Finance Teresa Savage.

**Members absent:** Tim Shivers

President Hauenstein called the meeting to order at 6:03 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 July 15, 2021, regular meeting.**
- 2. Accept the monthly financial reports for the period ending July 31, 2021**
- 3. Approve the Consent Agenda as presented.**

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

## **Regular Agenda Items**

### **1. Consider the Sachse Economic Development Corporation FY 2021-2022 Budget.**

Director of Finance Teresa Savage presented the updated budget for FY 2021-22. Ms. Nash reminded the Board that un-budgeted items may be brought to the board for approval and would be covered by the fund balance. The intent is to only budget items we know about and have the flexibility to use the fund balance as needed.

Ms. Watkins made a motion to approve the Sachse Economic Development Corporation FY 2021-22 annual budget. Ms. Harris-Daniel seconded the motion and it carried unanimously.

### **2. Receive a demonstration on recently purchased tools - Impact DashBoard & Community Analyst.**

Mr. Potts made a presentation on Community Analyst, the recently purchased cloud-based mapping solution from ESRI, the industry leader in GIS software. This tool gives staff the opportunity to build reports, create infographics, and analyze the suitability of a business in Sachse. Understanding the tapestry segmentation and demographic profile of the community will better guide business attraction and retention efforts. Community Analyst has the capability to filter down to specifics and steer the conversation.

The tool also allows staff to run comparison models in other similar cities. Ms. Watkins suggested that a policy be in place when prospects ask for data on neighboring cities. Ms. Nash responded that staff will not provide data for other cities but we would want to know what other cities the prospect is considering. This would help us understand the competition and what they have to offer that Sachse may not have.

Mr. Potts also made a presentation on Impact DashBoard which allows staff to create models to determine the economic impact of potential businesses that may come into Sachse. The tool allows staff to include different incentive package options in the model to better understand the overall impact of pursuing a particular project. Ms. Nash indicated that Petty & Associates will still be consulted as a touchstone to make sure the models are correct as well as on larger projects where more extensive expertise may be needed. The Impact DashBoard tool will be used for the easier, more straight forward projects.

### **3. Discuss the Target Business Sector Analysis.**

Ms. Nash talked about data and data mining at the strategic level and in relation to the EDC goals, objectives, and priorities. Identifying, distinguishing, and prioritizing business sectors are the top 2 priorities as stated by the EDC. Ms. Nash requested information from the Board to see where attention should be focused. The Sachse Comprehensive plan was adopted in 2017 in which three catalytic areas were identified; The 5<sup>th</sup> Street District, PGBT, and Ranch Road buffered by the railroad.

Zoning is in place to be sure Sachse is attracting the type of development desired while protecting the long-term tax base. The Comprehensive Plan, Land Use Plan, and Zoning are high-level tools but do not give a clear enough idea of what target sectors the Board might want. Ms. Nash presented two different approaches, or possibly a hybrid approach, to identify those target sectors. A consultant driven approach would provide an extensive market overview, market analysis, target sector, plus much more and would take four to five months to complete. A staff driven approach would take longer and would not be as detailed. Staff could analyze the current industries in Sachse, identify the strongest group and compare that to the high-level tools in place, such as the comprehensive plan, land use map, and the zoning ordinances. With that information, staff could then prepare a type of priority matrix. There might also be something in between the two approaches that could be put together. Ms. Nash asked for a discussion to inform staff if the board would like to have a more basic drill down on data in specific areas or if they would like a more global/comprehensive approach in selecting target sectors.

Dr. Alford suggested a combination, hybrid approach may be best. He questioned if the board should start with understanding the psycho-demographics to know what needs to be attracted, or if we identify the targeted businesses and influence the demographic lifestyles of those intended to be drawn to the community. Ms. Nash responded that Sachse is near buildout in space and population, and from a policy perspective, it does not need to be one or the other but could possibly be something in between.

Ms. Watkins noted that COVID has changed the nature of lives and businesses everywhere and questioned how much ESRI data factors that information in as new trends will take time to unravel. She said that staff, board, and consultant expertise would need to be combined and leveraged. Using a combination of perspectives and information would be valuable. Staff could do what they can and then solicit a consultant to understand what is missing and could complement the information already found.

Mr. Hauenstein prefers a staff driven approach. Using a consultant as needed would be alright but he would prefer to keep as much on the staff as possible. He did note that an outsider opinion may help to see what we have not thought of but would like the focus more on a staff driven approach.

Dr. Alford mentioned that a consultant opens possibilities and could add expertise to what the staff could provide. He advocated for a staff initiated and weighted hybrid approach. Ms. Nash offered to come back next month with a view of what staff could accomplish and where we could look to a consultant to fill in. Staff will consult with different firms to see what à la carte options there may be.

Mr. Kinzer would like to initially have a staff driven approach. Since Sachse is so small and the amount of land remaining to develop is limited, keeping the process simple may be preferable. He would like to look to the expertise of the consultant to validate the data that staff has. Ms. Nash noted that a consultant will have expertise on regional and national trends and information that staff does not have access to. Also, the limited staff at the City means there is a time limitation. With only one

person on staff to analyze, this process will be significantly drawn out compared to a consultant team. She offered that there may be an opportunity to have a consultant review information the staff provides and then add expertise to the report. Because Sachse is landlocked and there are constraints, it is important to be careful and target those businesses that would be right for Sachse. Ms. Nash thinks a good mix can be found to provide the board all the things they are looking for.

Mr. Hauenstein identified the hybrid approach as the consensus of the board. Ms. Nash indicated that staff will confirm with consultants that there is an option for staff to provide as much of the initial data and analysis as possible and then have the consultant fill in with their expertise.

#### **4. Discuss and consider future in-person meeting start time.**

Ms. Nash reviewed that in March of 2020 the Governor had suspended certain requirements of the Open Meetings Act to allow for virtual public meetings. Then, in June of 2021 he approved the Attorney General's request to lift the suspension. To that effect, all meetings will be required to take place in person starting September 1. The Board needs to determine what time to begin meetings in the Council Chambers.

Board members noted their preferences and agreed to start at 6 p.m. The board may later evaluate if it would be necessary to move meetings to 6:30.

Ms. Watkins made a motion for in person meetings to start at 6 p.m. beginning in September of 2021. Ms. Keeton seconded the motion and it passed unanimously.

Mr. Hauenstein adjourned the meeting to executive session at 7:23 p.m.

### **Executive Session**

Mr. Hauenstein called the executive session to order at 7:27 p.m.

**1. Executive Session Pursuant to Texas Government Code Section 551.087: Economic Development Deliberation: Consideration of Memorandum of Understanding among the City of Sachse, the Sachse Economic Development Corporation, and Sherpa Brewery Inc., or its related entities for the purpose of conveying City-owned land and to incentivize building a new restaurant in the 5th Street District in Sachse, Texas.**

**2. Executive Session Pursuant to Texas Government Code Section 551.087: Economic Development Deliberation: Consideration of Memorandum of Understanding among the City of Sachse, the Sachse Economic Development Corporation and the operator of Frankie's Mexican Cuisine for the purpose of conveying City-owned land and to incentivize building a new restaurant in the 5th Street District and the remodel and repurpose the existing restaurant located at 7218 Highway 78, Sachse, Texas.**

## Regular Agenda Items

Mr. Hauenstein re-adjourned to open session at 8:01 p.m.

**1. Take action as result of executive session: Approval of Memorandum of Understanding among the City of Sachse, the Sachse Economic Development Corporation, and Sherpa Brewery Inc., or its related entities.**

Mr. Kinzer made a motion to approve the Memorandum of Understanding among the City of Sachse, the Sachse Economic Development Corporation, and Sherpa Brewery Inc., or its related entities. Ms. Watkins seconded the motion and it was approved unanimously.

**2. Take action as result of executive session: Approval of Memorandum of Understanding among the City of Sachse, the Sachse Economic Development Corporation, and the operator of Frankie's Mexican Cuisine.**

Mr. Kinzer made a motion to approve the Memorandum of Understanding among the City of Sachse, the Sachse Economic Development Corporation, and the operator of Frankie's Mexican Cuisine. Ms. Harris-Daniel seconded the motion and it passed unanimously.


**3. Request for future agenda items.**

No items requested at this time.

## Regular Meeting Closing

**1. Adjournment.**

Mr. Hauenstein adjourned the meeting at 8:04 p.m.

  
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Spencer Hauenstein, President

  
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Gina Nash, Executive Director