



**Minutes of the Regular Meeting of the Board of Directors of the
Sachse Economic Development Corporation
Thursday, November 18, 2021**

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6:00 p.m. on Thursday, November 18, 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: President, Spencer Hauenstein; 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; Interim City Secretary, Leah Granger; and Director of Finance, Teresa Savage.

Members absent: Niloufer Watkins, Angela Keeton

President Hauenstein called the meeting to order at 6:00 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 October 28, 2021, regular meeting.**
- 2. Accept the monthly financial reports for the period ending October 30, 2021.**
- 3. Receive the City of Sachse Investment Policy for FY 2021-2022, as adopted by the City Council on November 1, 2021.**
- 4. Approve the Consent Agenda as presented.**

Vice-President Shivers made a motion to approve all consent agenda items as they were presented. Mr. Kinzer 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, CEO and staff regarding items of community interest, special events, announcements and activities, office, industrial, commercial, retail, business retention and marketing projects.**

Ms. Nash gave a brief overview of events in the near future.

- GISD Turkey Trot – November 25, 2021
- GISD Tinsel & Trivia – December 3, 2021
- Sachse Christmas Extravaganza – December 8, 2021
- ICSC @ Red River (Dallas) – February 1-3, 2022
 - Ms. Nash said she was excited about this particular conference and highly recommends board members attend if they are available. They could work the booth or attend appointments. This is a fruitful event because attendees get to meet with Dallas based brokers and site selectors. With a little interaction, Sachse is on the radar of some influential players. There will also be some co-appointments with The Station. Vice-President Shivers asked what else will be going into The Station. Ms. Nash responded that there is a dentist and florist in the works and Pho Station has pulled a permit. The development is moving along.

- 2. Discuss and take action on the use of the 2021-2022 Garland ISD grant funds issued to the Sachse Economic Development Corporation.**

Ms. Nash stated that staff needs direction on how the Board would like to spend the grant funds. She described the events over last several years on which funds have been spent and asked if the Board would like to sponsor the 18th Annual Turkey Trot put on Sachse High School Senior Class. Mr. Shivers noted that he thinks staff is on the right track with the dispersal over the last few years. He would like to see a default plan for booths to be used at any event.

Ms. Harris-Daniel said she did not have a problem with sponsoring the event but wants to be sure it is done at a level that will be the best benefit for the EDC. Mr. Shivers reminded the group that the charter of the EDC is also to enrich the lives of the residents of Sachse. The money spent on this event will directly benefit Sachse residents as only local residents attend Sachse High School.

Mr. Kinzer asked what the difference was in sponsoring this event with GISD grant funds rather than EDC budget. Ms. Nash responded that GISD has very strict guidelines on how their grant money may be spent. If there is an opportunity to assist a local event that falls within their parameters, it may be the best use of both budgets. Mr. Kinzer also agreed that sponsoring this event would be a beneficial community outreach as the EDC brand will be seen by many. He urged the board to consider that quantifying participation at an event is not always important. It may not be a financial return on an

investment but the good will that is engendered is important, and it could lead to other fruitful conversations.

Mr. Kinzer mentioned that he would like to consider ways to spend the grant money that falls under the hiring and finding workers category. He is interested in partnering with businesses for an employment fair or bring in an expert to help owners understand what they might consider when hiring or trying to retain employees in the current workforce climate. Ms. Nash said these are all good options to talk about for the next fiscal year plan.

Mr. Shivers made a motion to sponsor the Sachse High School Turkey Trot at the Navy (\$750) level. Dr. Alford seconded the motion, and it carried unanimously.

3. Receive a product demonstration for Placer.ai and consider authorizing the City Manager, as Executive Director of EDC, to purchase a subscription to the platform.

Ms. Nash introduced Michael Gordon with Placer.ai to present his company's platform as an option for staff to purchase a subscription. Mr. Gordon explained that Placer.ai is a mobile analytics platform. Other cities, counties, EDCs, destination organizations, and more use this tool to understand sector strength. The civic users are the fastest growing group among their clients. The platform can assist with understanding the best vendors to use for certain events and analyze the performance of an event. Users can not only ascertain how many people visited an area at a particular time but also know roughly where those attendees live, work, shop, dine, and more. The Placer.ai platform has shown to be 98% accurate with its data. Mr. Gordon went on to describe the platform's usefulness and granularity of the data.

Mr. Shivers asked about the cost to EDC. Mr. Gordon explained what types of data the base annual subscription would provide, that it comes with an unlimited number of seats, and 7,500 downloads. He also noted that the fee of \$17,250 per year also gives users access to an analytics team to help present data as necessary. President Hauenstein thanked Mr. Gordon for his presentation.

Mr. Shivers asked if there are other areas of the City that may be able to use the platform. Ms. Nash responded that this would primarily be an EDC product. She would like to start getting other department heads to look at it to see if there is potential use in their areas. Mr. Shivers suggested that this platform may be able to replace the consultant option discussed in the target sector discussion. He would like to purchase the subscription for a year and then evaluate the use and effectiveness before renewing the subscription. Ms. Nash indicated that Mr. Potts would be the super user and attend training. He would then start to show department heads the platform and see how they might use it. Eventually, other groups may be able to share a proportionate amount of the cost.

Mr. Shivers asked if it would be possible to stage events similar to those businesses the City would like to attract, then measure the reception from the community. Ms. Nash agreed that a proof of

concept like Backyard on 5th would be ideal and could be an effective marketing tool to those businesses the Board and Council decide to focus on. She said this platform would provide an immense amount of data that can be utilized in many different ways. Ms. Harris-Daniel liked the idea of using the data to help guide staff and board members to the site selectors and businesses that would be most beneficial for them to meet with at conferences such as ICSC. Having the ability to present data as backup to the assertion that their particular business should consider Sachse would be a boon. Dr. Alford agreed that the data would help the City quantify revenue leakage and encourage a prospect to seriously consider the move to Sachse.

Dr. Alford noted that the Tapestry information is fine but the level of granularity that the Placer.ai platform provides is important for this decision process. Since the remaining area to work with in Sachse is limited, this level of information will get the EDC and Council a lot closer to making better decisions. Mr. Potts emphasized that the tool would help the board and Council make more informed decisions. Ms. Nash indicated that the data gathered from the platform will lead the City toward the target business sector selection indicated in the EDC goals and objectives.

Mr. Shivers made a motion to approve the purchase of a subscription to the Placer.ai platform. Ms. Harris-Daniel seconded the motion, and it carried unanimously.

4. Discuss and provide direction for staff on the Sachse EDC business visitation program.

Ms. Nash noted that several members of the board have expressed interest in reaching out to businesses under the business visitation program. This had originally been a goal with a target date in mid to late 2022 under the strategic plan. Staff is interested in direction so they can start formulating a plan on how to design the program. She noted from previous meetings that the program should probably be both relationship building and information gathering. She went on to describe some possibilities and options of what the visits to businesses might look like and suggested some questions that could be asked to understand how the business is doing and how the EDC could support them. She also explained that she would need to understand how active the board wanted to be in the process.

Dr. Alford liked the structure Ms. Nash suggested and agreed that the program should be a combination of relationship building and information gathering. He suggested that the business's position in their growth cycle will need to be considered. That information would determine how much and what kind of attention the business might need or want. He also suggested that one of the benefits a business could gain from spending time with EDC would be promotion or social media support from the EDC. Ms. Nash agreed that a push through social media would be a part of the program. Now that City staff has a dedicated employee focused on communication, there has been strong usage of, and feedback on, social media. The benefit is two-fold, it advertises the business as well as advertising that the EDC is here to help.

Ms. Nash said she would like to revisit the program after the new year. She invited EDC and Council to participate in the visits. She emphasized the importance of consistency between the visits so the data can be normalized and that the amount of time being requested from the business is not too demanding. She said it will be important for the business to see how they are benefiting.

The board discussed different ideas and options for the business visits and important information that would be needed. The general consensus was that a hybrid model would be most beneficial. Items to keep in mind as the program is designed should be: building relationships, establishing credibility, keeping an eye on supporting the businesses, creating a partnership, establish contact with “no strings attached,” keeping a manageable schedule of visits, consistency with staff presence, understanding that it will be an iterative process, and that once it starts there must be follow through. Ms. Nash said she and Mr. Potts will take the information from the meeting and start creating a plan to bring back at future meetings to discuss.

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

Ms. Nash said that the purchase of Placer.ai will help staff gain a better understanding of what the target sectors should be. Mr. Potts has looked at some other data gathering options. She thinks that it may be beneficial to start working with Placer.ai first, then come back with reports at the December meeting. Once the board has had an opportunity to review and provide input on the data reports, a joint meeting would be scheduled at the January meeting.

Mr. Potts presented an inexpensive business and consumer database subscription called Data Axle, previously known as Reference USA. This would be a way to keep track of the quickly changing makeup of the businesses in Sachse. ESRI provides a very high-level view of the community but Data Axle is a zoomed-in understanding of individual verified and unverified businesses in Sachse. Mr. Potts noted that staff is currently using Excel Spreadsheets, so this software will make maintaining the information much easier to gather and keep up with. Ms. Nash expounded that the software would super-charge the process of pulling data so staff members will not need to take the time to compile it.

Mr. Hauenstein adjourned to the Executive Session at 8:42 p.m.

Executive Session:

- 1. The Sachse Economic Development corporation shall convene into Executive Session pursuant to the Texas Government Code, Section §551.072: Deliberation of the sale of real property described as Lots 1 through 6, Block 44, Original Town of Sachse, to the City of Sachse.**
- 2. 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 an Economic Development incentive for Balleza Insurance Agency, LLC, and for retail or commercial business projects seeking to locate within the City of Sachse.

President Hauenstein reconvened back to Regular Session at 10:24 p.m.

Regular Agenda:

- 1. Take action as a result of executive session: Consider authorizing the sale of real property described as Lots 1 through 6, Block 44, Original Town of Sachse, to the City of Sachse.**

No action necessary at this time.

- 2. Take action as a result of executive session: Consider authorizing the City Manager, as Executive Director of EDC, to negotiate and execute an economic development agreement on behalf of the EDC with Balleza Insurance Agency, LLC, and any amendments and instruments related thereto.**

Ms. Harris-Daniel made a motion to authorize the City Manager, as Executive Director of EDC, to negotiate and execute an economic development agreement on behalf of the EDC with Balleza Insurance Agency, LLC, and any amendments and instruments related thereto. Mr. Shivers seconded the motion, and it carried unanimously.

- 3. Request for future agenda items.**

Mr. Shivers asked for staff to provide an update on anything the board should be aware of in the next meeting's Executive Session.

Regular Meeting Closing:

President Hauenstein adjourned the meeting at 10:27 p.m.

Approve:



Spencer Hauenstein, President

Attest:



Gina Nash, Executive Director