



**Minutes of the Regular Meeting of the Board of Directors of the  
Sachse Economic Development Corporation  
Thursday, December 16, 2021**

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6:00 p.m. on Thursday, December 16, 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.

**Those present:** President, Spencer Hauenstein; Vice President, Tim Shivers; Board members Marcia Harris-Daniel, Teddy Kinzer, Cedric Alford, and Mark Potter; 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 Assistant Director of Finance, David Baldwin.

**Members absent:** Angela Keeton

**Regular Meeting Opening:**

**Call to Order.**

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.

**Sachse Business Spotlight - Sachse Nutrition.**

Ms. Nash introduced a new program that resulted from conversations at previous meetings about contact with businesses and visitations from the Board. Staff will coordinate with a business every month to attend the meeting, talk about what their business is, what they offer in Sachse, and how EDC may be able help them. Most importantly, the program is intended to give businesses an opportunity to spotlight who they are and what they do.

Sachse Nutrition is the first business featured in the Sachse Business Spotlight. They are located at 7340 Hwy 78, Ste 250 of Sachse Plaza. They opened in November 2018 and are open 6 a.m. to 5 p.m. Monday – Friday, and 8 a.m. to 2 p.m. on Saturday.

Amanda Simants and Justin Bailey are the co-owners of Sachse Nutrition. They provide healthy teas and shakes that are low sugar, low carbohydrate, and high energy drinks for adults and aloe refreshers for kids. They are committed to community outreach and supporting local businesses, and they have several programs illustrating this commitment. Sachse Nutrition invites new businesses to come set up a shop within their store each Saturday. Once a month, patrons attend customer appreciation day where multiple vendors are invited in for them to check out. Ms. Simants and Mr. Bailey believe in giving back to the community and have worked with both 5 Loaves Pantry and Caring Bridge Angel Tree. Ms. Simants and Mr. Bailey will be holding the first fundraiser in the store this month to promote support of first responders. The vision of Sachse Nutrition is to “spread positive vibes” and “make healthy taste good.”

The Board thanked Ms. Simants and Mr. Bailey for attending the meeting and for all the work they do in the community. Ms. Harris-Daniel noted that Sachse Nutrition has a very friendly environment and their drinks taste great.

#### **Consent Agenda:**

- 1. Approve the minutes of the November 18, 2021, regular meeting.**
- 2. Accept the Quarterly Investment Report for the quarter ending September 30, 2021.**
- 3. Accept the monthly financial reports for the period ending November 30, 2021.**
- 4. Approve the Consent Agenda as presented.**

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

#### **Regular Agenda Items:**

**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 and those recently passed.

- ICSC @ Red River (Dallas) – February 1-3. Registration begins January 3 and she encouraged Board members to attend if possible. The booth will be staffed by three staff members and three Board members at all times to provide enough coverage and consistency. She noted that this is a very productive conference.
- Staff has been delivering Christmas gifts from EDC to partners, friends, and prospects. All gifts were hand delivered and that contact has resulted in four meetings scheduled in January. Altogether, 37 gifts will be delivered and there has been very positive feedback. The goodwill that comes from the personal touch is invaluable. Ms. Nash gave kudos to Mr. Potts for the great work in facilitating the purchase and distribution of the gifts.
- GISD Campus Improvement Team. Ms. Nash was asked to be a part of the Gilbreath-Reed Career and Technical Center campus improvement team as a community member. Each

campus is required to have an improvement team charged with discussing and brainstorming ideas to optimize the campuses. Ms. Nash believes there is an opportunity to build relationships with the District and improve opportunities for employment in Sachse for graduates.

- Sachse Chamber of Commerce Board Retreat. Ms. Nash facilitated a discussion about DISC profiles for the Chamber Board members. She worked with their team on their strengths and opportunities to grow. She invited the chamber to attend the joint meeting with City Council and the EDC Board in January to help introduce them into the goals and objectives process.
- Ms. Nash touched on the Evolve Biologics groundbreaking held December 8. It was a great introduction of Evolve to the community. Earthwork will begin in January/February and construction should be complete in 2024.
- 5<sup>th</sup> Street District Drainage Study. The design contract was just awarded to Kimley-Horn at the last City Council meeting to study drainage and create the overall concept plan for the 5<sup>th</sup> Street District. The project will be funded by Impact Fees but will be reimbursed by TIRZ #3 funds. There will be a meeting in January with both restaurants to get together and discuss their needs and the layout of the sites. Staff is being very careful not to spend money on things that will need to be torn out later. Eventually, the development will continue across Hwy 78 and could potentially include a strategically placed garage.

President Hauenstein welcomed new member, Mark Potter, to the Board.

**Consider and take action on the election of President and Vice-President of the Economic Development Corporation Board of Directors.**

Mr. Shivers asked Mr. Hauenstein if he would like to continue as the President of the Board. Mr. Hauenstein said he would be happy to continue as President but noted that he was not tied to the position. Mr. Shivers expressed interest in continuing as the Vice-President as well. He thanked Mr. Hauenstein for the leadership he has provided. Ms. Harris-Daniel added that both gentlemen have served well and she appreciated their leadership.

Mr. Hauenstein nominated himself and made a motion to appoint Spencer Hauenstein as the President and Tim Shivers as Vice-President of the Economic Development Corporation Board of Directors. Mr. Potter seconded the motion, and it carried unanimously.

**Discuss the upcoming joint meeting to be held between the Sachse EDC and City Council.**

Ms. Nash gave an opportunity for the Board to talk about the upcoming joint meeting and for staff to gain an understanding of Board member expectations. The joint meeting will take place during the January 20 EDC meeting. Ms. Nash plans to present EDC's recent accomplishments, reporting on what has been completed in relation to the goals and objectives determined in the summer sessions, what is in progress, and what is scheduled to be completed or in progress in 2022. Ms. Nash asked the board what success looked like to them for that meeting noting she wants to make it as productive and successful as possible. Getting everyone in the same room to take a pulse check is important. She commented that the City Council wants to hear the Board's perspective.

Mr. Shivers reminded new members that the idea of the joint meeting is to continue a dialogue between the EDC Board and the City Council, ensuring both entities are in sync. He would like to show what has been accomplished and how it relates to the goals and objectives. His goals for the meeting are 1) honest feedback, both positive and negative; 2) agreement on future goals; and 3) something new such as a course correction with reprioritization or a new initiative, goal, or event that would ensure the group is moving in the desired direction. Ms. Harris-Daniel wants to make sure Council agrees with the pace the Board has been taking in the last six months. She wants to know if anything has changed that may necessitate a small priority shift.

Dr. Alford asked if consideration has been given to the shift in the Dallas County Commissioners Court and the redistricting. He wants to make sure the goals of the new Commissioner are being considered in relation to the goals and priorities. Mr. Kinzer likes the idea of looking at the meeting as an after-action review and using that model to guide the meeting. He noted that many of the goals are extensive and lofty. He wants the timing of the goals to be reviewed to make sure the Board has not overcommitted. He also noted that the Chamber was identified as a major stakeholder in the goals and objectives process. He wants to gain clarity on how staff, EDC, Council, and the Chamber interact. Ms. Nash agreed that there can sometimes be difficulty in understanding where the EDC duties end and the Chamber's begin. She said the EDC's primary responsibility is business attraction and the Chamber focus should be more on retention. This clarity between groups is important to reduce duplication of effort as well as assuring all the tasks are covered.

Mr. Shivers invited Mayor Pro Tem Bickerstaff to share his thoughts about the joint meeting. Mayor Pro Tem Bickerstaff explained that the Council is excited about the progress made in the last six months and is looking forward to hearing from the EDC Board for a temperature check. He noted that there will probably be discussion on areas to improve as well as positive feedback. He thinks the groups are mostly on the same page and the preparations of the Board are on the right track to facilitate a successful meeting.

### **Receive an update on the Placer.ai and Data Axle platforms.**

Mr. Potts gave a run through on the two tools purchased recently, Data Axle and Placer.ai. In relation to Placer.ai, Mr. Potts has attended one of the several trainings needed to gain a comprehensive understanding of the tool's capabilities. He gave an overview using the Christmas Extravaganza as an example of how the platform can be used to start targeting business sectors. He was able to use heat maps and visitor journeys/routes to show the success of that event.

Data Axle is a cost-effective solution and an industry standard for gathering business information. This tool has already cut down the time Mr. Potts has needed to spend gathering business information.

Ms. Nash noted that these tools are a great start for staff to begin compiling the information the Board is interested in to determine target business sectors. She emphasized that Mr. Potts will need more training to be able to gather and analyze the data needed for the task. When asked, she stipulated that a consultant may be able to provide the information more thoroughly or quickly but

that, eventually, she believes staff will be able to present what is lacking in Sachse and where to focus attraction efforts.

The Board continued to discuss and ask questions to gain an understanding of how the tools will assist staff to identify target sectors. Ms. Nash mentioned that staff will mine the data to the best of their ability and would continue to build relationships with brokers to understand and guide their perception of Sachse.

President Hauenstein adjourned the meeting to Executive Session at 7:42 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 regarding 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 Economic Development incentives for retail or commercial business projects seeking to locate within the City of Sachse.**

President Hauenstein reconvened back to Regular Session at 8:26 p.m.

**Regular Agenda:**

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

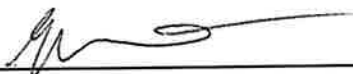
No action taken at this time.

**Request for future agenda items.**

President Hauenstein asked if there were any requests for future meetings. Dr. Alford mentioned that having the City Attorney give a presentation at a future meeting on what EDC needs to know would be beneficial. Mr. Shivers noted that he likes the format currently being used.

**Regular Meeting Closing:**

President Hauenstein adjourned the meeting at 8:27 p.m.

  
\_\_\_\_\_  
Spencer Hauenstein, President

  
\_\_\_\_\_  
Gina Nash, Executive Director