

**CITY COUNCIL AND ECONOMIC DEVELOPMENT CORPORATION
JOINT WORKSHOP MEETING MINUTES
JANUARY 20, 2022**

The City Council and Economic Development Corporation (EDC) of the City of Sachse held a joint workshop on Thursday, January 20, 2022, at 6:00 p.m. at Sachse City Hall, 3815-B Sachse Road. Those present were Mayor Mike Felix; Mayor Pro Tem Jeff Bickerstaff; Councilmembers Brett Franks, Michelle Howarth, Chance Lindsey, and Cullen King; Sachse Economic Development Corporation Board members: Spencer Hauenstein, Tim Shivers, Marcia Harris-Daniel, Teddy Kinzer, Cedric Alford, and Mark Potter; City Manager, Gina Nash; City Secretary, Leah Granger; Help Desk Technician, James Burnes; Finance Director, Teresa Savage; Assistant Director of Finance, David Baldwin; Assistant to the City Manager, Amanda Chi; and Assistant to the City Manager – Economic Development, Jerod Potts.

Members absent: Councilmember Frank Millsap

Mayor Felix called the joint workshop meeting to order at 6:07 p.m.

President Hauenstein called the joint workshop meeting to order at 6:08 p.m.

WORKSHOP:

Discuss goals and objectives as it relates to the Type B Corporation.

Ms. Nash presented an overview of EDC accomplishments and progress since March 2021 when Ms. Nash became the Executive Director. She also reminded the group of the goal established at the previous joint meeting to have both groups reconvene to ensure that the EDC is still on the right course. The EDC Board decided it would be ideal for members of the Sachse Chamber of Commerce to attend this joint meeting to make sure all three groups are working in tandem.

Key accomplishments Ms. Nash reviewed included the 5th Street District, including targeting restaurants, focusing on infrastructure to support future business, asbestos abatement and demolition of buildings on site, and the initiation of the drainage study and concept plan; the State Highway 78 corridor development, including the establishment of TIRZ #3, incentives for Evolve Biologics, Belleza Insurance, Avalon Development; and several internal process improvements, including Mr. Potts attending all predevelopment meetings, incentive temperature checks between the EDC and Council, increased and targeted social media postings by staff, migrating EDC emails to City servers, digitized incentive requests, improved detail during the budget process for more understanding and greater control, and procurement of multiple tools needed for effective analysis and incentives.

Mr. Potts explained recently purchased tools and demonstrated the benefit in relation to the goals. Ms. Nash emphasized that one of the most important goals of the EDC is to have good data and analytics in order to understand the community and what will be the most beneficial business types to attract. She went on to discuss staff's efforts to build community and business relationships. Staff hand delivered Christmas gifts, giving them an opportunity to connect in person with business partners. The EDC participated in the annual Red, White, and Blue Blast and Fallfest. Ms. Nash traveled with the Dallas Regional Chamber to Chicago to market the area, and Sachse specifically, to site selectors and developers. The EDC agenda now contains a Sachse Business Spotlight item at each monthly meeting, allowing a local business to be introduced and highlighted to the Board. So far, the Board has met owners from Sachse Nutrition. Sachse Discount Pharmacy will be on a future EDC Board regular meeting agenda taking place after the joint meeting. The Sachse Business Spotlight enables local businesses to share what they do and

allows the Board to delve into how they may be of service. The EDC has sponsored local events like the Sachse High School Turkey Trot, Garland ISD Education Foundation's Tinsel and Trivia event, and Wylie ISD Education Foundation's Boots 'N BBQ Gala.

Ms. Nash posed questions to the Council and EDC to make sure that the group is on track. Mayor Felix asked Mr. Kinzer, as a representative of the Sachse Chamber of Commerce, how they want to join in the process. Mr. Kinzer responded that the Chamber is a key stakeholder in the area and it would be beneficial to continue inviting them to the table to make sure the three groups are in lock-step. Mayor Felix agreed that utilizing the Chamber as a participant will be a benefit in the big picture.

Councilmember Howarth said she was incredibly impressed with the progress the EDC has made since April. She was expecting it to take much longer to get to this point and is pleased since their progress is important for the long-term financial success of the city. Councilmember Howarth gave kudos to staff for the amount of communication they are providing on a consistent basis. Councilmember King reinforced Councilmember Howarth's comments indicating that prior to April, he was unaware of what the EDC was doing, now he is excited to be seeing the accomplishments and outreach that was lacking. Mayor Pro Tem Bickerstaff indicated things were going very well. He shared that Anthem Development mentioned they chose Sachse because of the relationships the EDC and Council are interested in building. The Council is already seeing the fruits of the labor put in since April 2021 and he is looking forward to more. Mr. Hauenstein noted that there is now a great channel of communication with the Council which gives better direction to what the EDC should be working towards. Mr. Shivers agreed that they are moving in a good direction, and emphasized the value of the tools and data in helping them know their targets. He continued, asking if there is anything new the Council would like to see that has not been discussed or has recently shown the need for attention.

Mr. Shivers expressed an interest in bringing entertainment to the 5th Street District, now that the site is progressing. He would like a pop-up entertainment venue as a trial initiative throughout the next six months. Todd Baughman with Chase Oaks Church and the Chamber announced that it has been his dream to bring something like Backyard on 5th back to Sachse. The group continued discussing entertainment options and venues.


Mayor Felix asked Ms. Nash to forecast where progress may be in six months at the next joint meeting. Ms. Nash replied that the goal would be to have a better plan around what the target industries should be in order to know who staff should be pursuing, along with a concept plan for the 5th Street District. She should also have a better plan of how Council, EDC, and the Chamber can be working effectively together. Finally, she believes that the Sachse Business Spotlight and business visitation programs will help gain an understanding of what businesses need from the EDC from a retention and expansion perspective.

Adjournment.

Mayor Felix adjourned the joint workshop at 7:08 p.m.
President Hauenstein adjourned the joint workshop at 7:08 p.m.


Mike J. Felix, Mayor

ATTEST:


Leah K Granger, City Secretary

