



**Sachse Economic Development Corporation
Meeting Minutes
March 24, 2022**

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6:00 p.m. on Thursday, March 24, 2022, 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: Vice President Tim Shivers; Board members Marcia Harris-Daniel, Teddy Kinzer, Cedric Alford, Scott McMurdie and Mark Potter; Councilmember Brett Franks; EDC Executive Director and City Manager Gina Nash; Assistant to the City Manager – Economic Development Jerod Potts; City Secretary Leah Granger; and Director of Finance David Baldwin.

Regular Meeting Opening:

1. Call to Order.

Vice President Shivers called the meeting to order at 6:11 p.m.

2. 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.

3. Sachse Business Spotlight – Woodbridge Cafe and Primo Brothers Pizza.

Vice President Shivers introduced Brent and Byron Linsteadt, owners of Woodbridge Cafe and Primo Brothers Pizza, who also own another Primo Brothers Pizza located in Dallas. Brent explained that after moving to the area he purchased Primo Brothers Pizza in Dallas as a means of generating income, and eventually purchased Woodbridge Cafe. Brent mentioned that business has been good and that when the pandemic hit they were ready for it. The restaurants already had online services established. Brent upgraded their POS system to allow for online ordering, and they have a Primo Brothers Pizza mobile app. The business does a lot of online advertising and word of mouth. They opened in February of last year so it has been a little over a year for the pizza side. The pizza shop was built out during the pandemic. Brent mentioned that it has been rough finding employees. Brent mentioned that the pizza is made by hand and the dough recipe is over 150 years old. Brent noted they recently invested in a stone conveyor oven. They are one of the first in the area to have this type of oven, and are a test kitchen for the company selling this type of oven.

Byron spoke about Woodbridge cafe. He mentioned things have been going great and that Sachse loves Woodbridge. People came and bought food during the pandemic while the business was closed down. Bryon mentioned they had an online app that came alive, so they were able to pull through. The owners mentioned they outgrew the kitchen at Woodbridge Cafe on the weekends, and will have to shut the tablets down at certain points for orders because the kitchen will get backed up. They will focus more on those dining in the restaurant at that point. Vice President Shivers asked if business was growing and if they had regulars, to which the owners responded yes. Mr. Alford mentioned the environment is great and it feels like a small-town, very-good service environment. Brent mentioned that it is all about a family atmosphere. Mr. McMurdie mentioned he is impressed with the technology and innovation. Ms. Harris-Daniel thanked Brent and Byron for attending, and asked about their biggest challenges coming in to the business. Brent mentioned sourcing product, packaging, food costs, running out of creamer, finding workers. Ms. Harris-Daniel asked if they are able to source products locally, and Brent mentioned everything is local. Brent mentioned that the pizza side is not open to the public for lunch, but they will open up for business lunches. Ms. Harris-Daniel asked if they would keep that model, and Brent said it was something he did during the pandemic to appeal to the businesses that were still open but could not find food. Brent mentioned they work with an after-school program called WorkReady Texas. This is an after-school program for students with disabilities. Vice President Shivers asked how many people were in the program, and Brent mentioned it was just one at a time. The students work a few hours a week Monday through Thursday. Brent mentioned they have a big heart for veterans, and Woodbridge Cafe has a whole wall dedicated to veterans. Mr. Kinzer asked what they have learned entering the restaurant industry, and what were some things they did not expect. Brent said he is working more hours than ever but is doing something he enjoys. Mr. Kinzer asked what their thoughts were on the breakfast-lunch market, and if someone else came in would that scare them. Byron mentioned they are in good shape, not a chain but a small mom-and-pop place that has a lot of flexibility.

Consent Agenda:

- 1. Approve the minutes of the January 20, 2022, regular meeting.**
- 2. Approve the minutes of the January 20, 2022, Joint City Council – Economic Development Corporation workshop.**
- 3. Accept the monthly revenue and expenditure report for the period ending January 31, 2022.**
- 4. Accept the monthly revenue and expenditure report for the period ending February 28, 2022.**
- 5. Accept the Quarterly Investment Report for the quarter ending December 31, 2021.**
- 6. Approve the Consent Agenda as presented.**

Mr. Kinzer made a motion to approve all consent agenda items. Mr. Alford seconded the motion, and it carried unanimously.

Regular Agenda Items:

- 1. Receive and take action on any 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 started the report by welcoming new SEDC Board Member, Scott McMurdie. Mr. McMurdie mentioned he is a long-time Sachse resident.
- Ms. Nash mentioned ICSC@Red River in Dallas would be coming up, and we have some updated trade show materials. Ms. Nash noted that one of the things we came up with as a giveaway during the trade show was a candy bar with facts about Sachse. Ms. Nash mentioned the branded Team Sachse shirts that staff and Board members would be wearing during the trade show.
- Ms. Nash mentioned that the City of Sachse recently received Economic Excellence recognition by TEDC for the first time for year 2021.
- Ms. Nash gave an update on the 5th Street District concept plan noting that we received a draft of the concept plan from the consultant. The restaurants were brought in to provide comments on the plan. One of the restaurants was on board and the other wanted to take it to their architect. Mr. Alford asked if the restaurants were boxed into any type of dates, and asked what the hard date was. Ms. Nash responded that we need decisions made and this has been communicated to the restaurants. Ms. Nash noted that staff asked the design consultant if there would be a way to make the hard surface around the common area conducive for bringing in food trucks or other vendors that were complementary to the other restaurants in the area. Ms. Nash mentioned the developer's agreements cannot be finalized with the restaurants until we know the exact acreage that each one needs. Mr. Alford said he likes the idea of the food trucks. Ms. Harris-Daniel asked where the preferred area for performance space could be, and how we were looking at staging those areas. Ms. Nash mentioned that we talked about making sure those areas are primed for power so that either could be used. Contemplating these as flexible spaces during planning so we don't lose opportunities to use them the way we want to. Vice President Shivers asked about Alexander St. Ms. Nash mentioned that it would be rebuilt and will have parking on both sides. We will also try to make the crosswalk elevated to slow the traffic in-between. Still have temporary parking to the north of Alexander St. Mr. McMurdie asked long-term what the temporary parking was meant to do. Ms. Nash stated this is the next section of the project to be developed. Ms. Harris-Daniel asked how much parking we are trying to demonstrate. Mr. Potts mentioned that for property C and B it was around 30 spaces and for Restaurant A it was around 30 as well. Ms. Nash mentioned that restaurant A wants event space and are in the process of figuring out how they want to configure the building. Ms. Harris-Daniel asked where the valet would be parking. Ms. Nash responded it could be temporary or off-site. We are trying to be creative for this first phase. Mr. Alford asked if they are still working towards the covenants in place. Ms. Nash mentioned this hasn't changed. Vice President Shivers asked if we've used our tools to know the number of people that might be within walking distance. Ms. Nash mentioned that we haven't looked at that but we can. Vice President Shivers also mentioned contemplating ways in the future to make it easier for people to cross Hwy 78. Ms. Harris-Daniel asked Ms. Nash to speak to property C. Ms. Nash mentioned that when we bring in prospects we can show people exactly where they would have space. Kimley-Horn will help us think through how we can configure the space. Ms. Harris-Daniel mentioned the idea of incubator space. Mr. Kinzer mentioned wanting to look into lessons learned relative to Trinity Groves. Mr. Kinzer asked how are we looking at events, and how is this being factored into designs. Ms. Nash mentioned we've been discussing this with Kimley-Horn. Ms.

Harris-Daniel asked if Police and Fire had a say in the number of people who could fit in the park during a festival. Ms. Nash said they will weigh-in. Ms. Harris-Daniel asked about whether Sachse Rd. or 5th Street might become one-way during events to help traffic move better. Ms. Nash mentioned there has been talk about this for Sachse Rd. and that this has been done for special events. Vice President Shivers asked about the drainage impact. Ms. Nash said that is a longer conversation. Mr. Alford asked to have that as a future agenda item. Ms. Nash said they are doing everything to move the water off the property.

- Ms. Nash showed the Board the updated banners for ICSC.
- Ms. Nash walked the Board through some Facebook analytics related to our page reach.

2. Receive a presentation on the DFW region from the Dallas Regional Chamber.

Vice President of Economic Development for the Dallas Regional Chamber, Kevin Shatley, introduced himself to the Board and gave an overview of what the DRC does and the region they represent. Mr. Shatley explained the DFW Marketing Team. The DFW Marketing Team is made up of all the professionals in the communities in the market (20-county area). Mr. Shatley takes communities across the U.S.A. to meet with site selection consultants or companies. Mr. Shatley explained that economic development is done a bit differently in Texas than in other places. Many times, other states do economic development from the state down. In Texas, economic development is done from the ground up, and the communities are the ones to work with the companies. Mr. Shatley mentioned that the State has great programs such as the Texas Enterprise Fund. Mr. Shatley introduced Janie Havel from the Office of the Texas Governor who attended the Sachse EDC meeting along with Mr. Shatley. Mr. Shatley provided an overview of the corporate relocation process. Mr. Shatley mentioned that about 400 people a day are moving into DFW, and about 1000 people are moving into Texas per day. Mr. McMurdie asked if at a certain point population growth becomes detrimental, and Mr. Shatley said no and that we've got land and can grow. Mr. Shatley mentioned that currently the DRC is tracking about 120 total projects; companies looking to expand or relocate. Mr. Shatley mentioned that people want a sense of place and being, and there are a lot of opportunities for that in DFW. Mr. Alford mentioned the importance of DFW Airport, and Mr. Shatley said this is the jewel in our crown. Mr. Shatley mentioned the "Texas Two-Step," where businesses start a corporate presence in DFW and Texas and then consider a shift of headquarters to the region. Mr. Shatley mentioned the website Say Yes to Dallas which is a talent attraction website. Mr. Shatley mentioned that DFW has economic diversity, which indicates that if you have family members that move with a company they will find a job in their industry. Mr. Shatley mentioned we are not dependent on one industry. Mr. Alford mentioned that when large conferences are looking for space, DFW is rarely on the list, and asked if that plays a factor into cities also looking at us. Mr. Shatley said he does not hear that very much and that it is purely a business decision. Mr. Kinzer asked if there was a way to track people that move and then the family members that trail. Mr. Shatley responded this is something that may be able to figure out through Say Yes to Dallas. Mr. McMurdie asked where was the best place to see statistics. Mr. Shatley mentioned that their website has a cost calculator where you can compare the city where you are coming from to DFW. Ms. Harris-Daniel asked about distribution and warehousing in the region. Mr. Shatley mentioned seeing an uptick in distribution and logistics during the pandemic. Ms. Harris-Daniel asked if the DRC has anything to do with pulling in large conventions and sporting events. Mr. Shatley said the DRC was part of that. Ms. Harris-Daniel asked how the DRC helps craft or draft how we look at our city and region? Mr. Shatley mentioned

the DRC works with professional staff all over the region. Vice President Shivers asked if there was any specific information we should be looking to get as we work with our new tools? Mr. Shatley responded that the City is doing it and it is important to know who you are, knowing the demographics and the strengths and availability of resources in the community.

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

Ms. Nash provided an update to the Board about some of the demographics in Sachse. Some of the data points presented included information about ancestry in the community, gender, ethnicity, income, and languages spoken. Ms. Nash pointed out some of the weekly spending habits of Sachse residents as pulled from Placer.ai. Ms. Harris-Daniel asked what the timeline was for the spending figures reported in the presentation. Mr. Potts noted that staff looked at the last 6 months of data from February 2022. Mr. Alford asked if the spending on healthcare includes Trinity Regional Hospital. Mr. Potts said probably not. Ms. Nash provided information about employment by occupation, and showed the Board a heatmap indicating where Sachse residents work throughout the metroplex. Ms. Nash presented information on the favorite places of Sachse residents as pulled from Placer.ai in the following categories: apparel, dining, fitness, groceries, spa & beauty, leisure, shop & service, and shopping centers. Ms. Nash showed the Board an updated primary trade area that was recently updated by a consultant. Ms. Nash presented some of the information relative to visitor demographics, where people work within Sachse, and top employers by employee count. Ms. Nash provided the Board with some data about how the City of Sachse compares against certain communities within the Highway 380 corridor in certain demographic categories. Mr. Alford mentioned that he is trying to wrap his mind around peer cities, and asked which cities we do compare ourselves to. Ms. Nash mentioned one of the challenges is what do you want to be and who do you compare yourself to. Mr. Alford said “what do we want to be” needs to have a foundation in terms of what have others like us been so that we can inform what we want to be, and the reality check comes in terms of comparative cities so we can have a benchmark of who we are. Ms. Nash said from a city perspective when we look at comparative cities we look based on factors such as size. Ms. Nash noted the City also looks at which cities people go to when they leave us. Ms. Nash mentioned this goes back to from a policy perspective of “what do you want to be like?” Ms. Nash said that is the challenge because what do we want to be that is realistic. Vice President Shivers said when we look at comparative cities we should also look at how far along they are towards being built out. Ms. Nash asked how this conversation starts relating to our comprehensive plan and future land use assumptions; the comprehensive plan is now five years old and it is time for an update. Mr. Alford mentioned that when we say who we want to be we need to speak from a voice of who will be Sachse for the next 25 years. Mr. Alford asked “who are we creating this vision of Sachse for?” Ms. Harris-Daniel said we are not making decisions just for today, and asked what companies would feed off of that. Ms. Harris-Daniel asked how do we leverage where we are now but look to the future so that we can act on those things. Mr. Potter mentioned you won’t please everybody with your decisions, but how do you please the majority. Mr. Potter said we can’t let perfection get in the way of getting something done. Mr. Kinzer mentioned with Evolve looking at the supplier businesses and seeing what other companies are going to be looking at us, and do we have the resources to support that. Mr. McMurdie said we shouldn’t get caught up in remaining historical because you risk becoming irrelevant and we need to find things that provide the revenue needed to provide the services and

lifestyle people want. Mr. Alford mentioned that carving out a little space to be more inclusive in Sachse is something we have to consider. Vice President Shivers said we need to answer the question of “who are we?” Mr. Alford said we’ve talked about frameworks for getting this decision at previous meetings, but what is the plan for getting out of the ideation and moving towards getting that answer? Ms. Nash responded that we have data and information that tells us about who we are today. Evolve has brought a unique opportunity for us to be something different; Evolve put this land on the map. Vice President Shivers asked if we want to diversify the tax base and bring retail to this area what options do we have to do that? He asked do we want to use land that is not developed to do something like that or use that for the next Evolve – which one makes more sense for us? Vice President Shivers said that maybe this is the direction we want to look in terms of what is smarter to do. Ms. Harris-Daniel mentioned that larger companies can carry more of the tax burden. Vice President Shivers asked if we target the large employer and we find ways to use the land to bring those types of businesses in than the other things will follow, to which Ms. Harris-Daniel replied she would love for it to work that way. Ms. Nash wants to understand where the Board wants to see the focus, and making sure we are focused on the right things and that we are intentional with our time. Vice President Shivers asked if the focus should be on the large employers so that changes the tax base and the quality of life businesses come after that? Mr. Alford would like to base this decision on the data. Vice President Shivers asked what can Gina and Jerod do to help bring the data? Mr. Alford responded that we need to put a decision-making framework together including what is our timeframe and we need to get it to a recommendation that the Board can shoot down. Ms. Nash said we can come up with a list of what we believe are probably those targets – we can say in terms of large business on the south side of the PGBT the types of sectors we could go for and in terms of retail and restaurant the types of things you are looking for – we can memorialize that. Ms. Harris-Daniel asked how do we educate with the information that we do have to say we’ve grown, here are our demographics, here are things that are interesting about Sachse so people know who we are. Mr. Kinzer mentioned the free-market and there are a lot of things we will never control. Mr. Kinzer said he wants to understand what is a better-quality type of business that gives you taxes that go over the long-term. Mr. Kinzer wants to know what the cost is to get the land to a place where it can be producing revenue and what is the cost to maintain that over time.

4. Provide an update on the use of the 2021-2022 Garland ISD grant funds to be issued to the Sachse Economic Development Corporation and consider authorizing the EDC to sponsor the Garland ISD Education Foundation 2022 Golf Tournament.

Ms. Nash gave the Board an overview of the Garland ISD grant funds for the year. Ms. Nash explained that the EDC receives a \$10,000 grant from GISD that is reimbursable the following year. This year these funds were dedicated to the GISD Tinsel & Trivia sponsorship, Fallfest Game Zone and the Sachse High School Turkey Trot. Ms. Nash explained that in the EDC budget there is a line item for community relations and we still have quite a bit of budget remaining. Some of the items approved in the EDC budget include Cars Under the Stars, Fallfest, Chamber banquet, Tinsel & Trivia, golf tournament, Red White and Blue Blast, Wylie ISD Education Foundation and miscellaneous sponsorships. Ms. Nash explained that we spent more than the \$10,000 for the grant, but we have the community relations line item for those kinds of things. Ms. Nash mentioned that in the past we’ve done a \$500 contribution but the levels have changed and that amount would only allow for a hole sponsorship at the tournament. Ms. Nash recommended moving to the corporate sponsor

level of \$1,100 so the Board would be able to have a team. Ms. Harris-Daniel asked who can make up the team, to which Ms. Nash responded the team could be the EDC, City Council, or staff depending on if the spots on the team get filled. Mr. Alford asked if we knew how many people would be there and Mr. McMurdie noted they were expecting 200 golfers using two golf courses at Firewheel. Mr. Alford mentioned that for \$400 more dollars you could get more eyes on the logo. Vice President Shivers asked if we have promotional items to hand out, and Ms. Nash said we would make it happen. Ms. Nash mentioned the EDC would not need to vote on this item. Ms. Harris-Daniel asked who would be at the event from the EDC, noting that if we were not going to take advantage of having dedicated people standing in the booth then why would we bother with that? Mr. McMurdie said maybe do the \$1,100 but then talk to Lisa Cox and ask what kinds of promotional things we could put inside each persons' bag. Ms. Harris-Daniel asked who comes to the event. Mr. McMurdie said it is a lot of business owners throughout the Garland-Sachse-Rowlett area because it is for all of GISD, he mentioned there would be school administrators. Ms. Harris-Daniel asked if this is our target and Mr. McMurdie said he didn't know if you were going to get into a lot of meaningful conversations. Vice President Shivers mentioned he liked the idea Mr. McMurdie had. Mr. McMurdie mentioned they do door prizes and asked if it is a prize that involves things from Sachse. Ms. Harris-Daniel said she likes that idea if we can drive business to business. Ms. Nash mentioned we could do a basket contribution.

5. Consider authorizing the Sachse Economic Development Corporation to sponsor the 2nd annual Impact for Change! Online Auction for Five Loaves Food Pantry.

Ms. Nash noted the EDC did not participate in the auction last year, and this year Five Loaves is asking the EDC for a sponsorship. Ms. Nash mentioned the approved EDC budget has the line for community relations. Ms. Nash mentioned that participation in this specific event was not discussed during the budget process which is why we wanted to bring it to the Board. Ms. Nash mentioned that in 2020 the EDC donated \$7000 to Five Loaves for the Team Up to Fight Hunger program. Mr. McMurdie asked what level we were thinking, and Ms. Nash noted that if she was to make a recommendation we would want to do at least \$1000 for them to make an impact, but we do have the funds available. Mr. Kinzer asked if we would do \$500 and then a couple of Sachse baskets at \$250 for the auction. Ms. Nash mentioned that perhaps we get gift cards from local restaurants. Mr. McMurdie mentioned that we need to support them. Mr. Potter and Ms. Harris-Daniel mentioned liking the idea of driving people to restaurants. Mr. Kinzer said from a budgeting standpoint to note this event occurs every year and to be aware of it.

Vice President Shivers adjourned the meeting to Executive Session at 9:23 p.m.

Executive Session:

- 1. 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 Dutch Bros, LLC, or affiliated entities.**

- 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 C&C Sachse, LLC. for a project generally located along State Highway (SH) 78 and Country Club Drive, and for retail or commercial business projects seeking to locate within the City of Sachse.**

Vice President Shivers reconvened back to Regular Session at 10:27 p.m.

Regular Agenda Items:

- 1. 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 Dutch Bros, LLC, or affiliated entities, 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 Dutch Bros, LLC, or affiliated entities, and any amendments and instruments related thereto. Mr. Kinzer seconded the motion, and it carried unanimously.

- 2. Take action as a result of executive session: Consider authorizing the City Manager as Executive Director of the EDC to negotiate and execute an economic development agreement on behalf of the EDC with C&C Sachse, LLC. for a project generally located along State Highway (SH) 78 and Country Club Drive, and any amendments and instruments related thereto.**

No action taken at this time.

- 3. Request for future agenda items.**

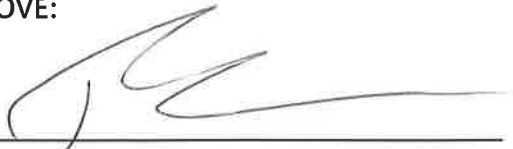
Ms. Nash mentioned that on her list was a question to be able to see the drainage plan. If she can bring that forward in April she will, if there is something that can be shown. Ms. Nash also mentioned there will need to be an EDC Board election to appoint new members to the leadership positions. Mr. Kinzer asked if we could look at the budget a bit closer next meeting. Mr. Kinzer suggested having different developers come and talk about how they work and do things. Ms. Harris-Daniel mentioned that the City Council has legislative briefings, and she thought it would be good for the EDC to receive a legislative briefing from an EDC perspective to help us understand the changes going on in our arena that we deal with all the time. Ms. Nash mentioned the State legislature meets every two years and will not meet again until January 2023, but TEDC does a legislative platform and perhaps she could talk about what happened in the last legislative session, things that made it, things that didn't, and what potentially could change. Mr. Kinzer said there are representatives in the senate that have their priorities, and there may be some things we need to be aware of.

Regular Meeting Closing:

1. Adjournment

Vice President Shivers adjourned the meeting at 10:35 p.m.

APPROVE:



Tim Shivers, Vice President

ATTEST:



Gina Nash, Executive Director