



**Sachse Economic Development Corporation
Meeting Minutes
June 16, 2022**

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6:00 p.m. on Thursday, June 16, 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, Mark Potter, and Scott McMurdie; Councilmember Michelle Howarth; EDC Executive Director and City Manager Gina Nash; Assistant to the City Manager – Economic Development Jerod Potts; Director of Finance David Baldwin; and Assistant Director of Finance Ryan Bredehoeft.

Regular Meeting Opening:

1. Call to Order.

Vice President Shivers called the meeting to order at 6:00 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 pledges.

3. Sachse Business Spotlight – Fit Body Boot Camp

Mr. Shivers introduced Tara Migneault, co-owner of Fit Body Boot Camp. Ms. Migneault mentioned that it took about a year to get the building opened. She noted the business is doing very well, with new members attending every week. Ms. Migneault explained that Fit Body Boot Camp offers personal training in a group setting. Classes are 30-minutes in length and challenging but fun at the same time. The facility has an entertainment room for kids so parents can bring their children and work out. Ms. Migneault mentioned that people come from all over the area to attend classes. The Board asked about the cost and Ms. Migneault noted that the classes are affordable. There are three coaches working for Fit Body Boot Camp at this time.

Consent Agenda:

- 1. Approve the minutes of the April 21, 2022, regular meeting.**
- 2. Accept the monthly revenue and expenditure report for the period ending April 30, 2022.**

- 3. Accept the monthly revenue and expenditure report for the period ending May 31, 2022.**
- 4. Accept the Quarterly Investment Report for the quarter ending March 31, 2022.**
- 5. Approve the Consent Agenda as presented.**

Mr. Kinzer made a motion to approval all consent agenda items as listed. Mr. Potter 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 introduced the new City Council Liaison to the EDC, Councilmember Michelle Howarth. Other updates were provided to the Board about a presentation given by Ms. Nash to Dallas County District 3 cities, dates for upcoming events, and the FY 2023 budget process. Ms. Nash also reminded the Board about the required security awareness training that EDC members must take. Mr. Shivers mentioned he would like to see a Placer.ai report following the Red, White, and Blue Blast event. Ms. Nash provided a few development highlights to the Board, including an update on businesses recently opened and coming soon as well as commercial and residential development projects in the queue.

- 2. Discuss and consider authorizing the Sachse EDC to sponsor the Sachse Chamber of Commerce Scavenger Hunt.**

Mr. Kinzer recused himself for this item. Ms. Nash provided an overview of the request from the Chamber of Commerce to sponsor the scavenger hunt, which they plan on having in August 2022. The event was last held in October 2020 and the EDC participated by sponsoring at \$4,500. For the upcoming 2022 event, the Chamber is requesting a \$4,000 sponsorship from the EDC. The Chamber also requested the EDC assist by getting businesses to participate in the event. Businesses that are members of the Chamber can participate for \$50, and businesses that are not members of the Chamber can participate for \$100. The event is free for the public to play. The event is an opportunity for people to get to know local businesses. There are prizes for completing challenges. The event takes place all in one day. In 2020, the event was held due to Fallfest being canceled. The Chamber indicated that the \$4,000 requested from the EDC is to be the title sponsor for the event. The Board asked what it looks like for the EDC to assist in getting businesses to participate. Ms. Nash indicated this has not yet been vetted, and that an initial meeting was held but there has not been a follow-up meeting since then as the Chair of the event is unavailable. Ms. Nash noted that staff could assist through social media promotion but staff does not have the capacity to do the whole event. The Board mentioned this is a good way to drive people to businesses. Ms. Howarth asked where the money would be spent for the event. Ms. Nash responded that staff asked this question and the Chamber answered that the Goose Chase mobile app costs \$500 and the remaining amount would be the cost associated with being the title sponsor. The Board asked what is the EDC return on investment for being the title sponsor. Ms. Nash replied that this would be a partnership similar to

being a title sponsor for Fallfest or the Garland Education Foundation. The Board mentioned that it makes sense to support business when the EDC's purpose is considered but they need to be prudent. Ms. Howarth asked if the EDC could sponsor the mobile app. The Board said they love the idea but would like the Chamber to provide more detail about how the money would be spent. Mr. Shivers asked if staff can look over what is traditionally done for sponsorships during budget review and make a plan considering the purpose for doing those things. Mr. Shivers also wants to create a sponsorship policy. Mr. McMurdie suggested that the EDC should receive recognition for supporting businesses. He asked where this fits into the EDC budget. Ms. Nash noted that extra money was built into a line item in case appropriate opportunities came up. Ms. Howarth commented that this event would make sense if part of Small Business Week. The Board asked if staff could authorize additional funding if the Chamber provides more information about the event. Mr. Shivers mentioned wanting to spend the same amount each year for these events.

The Board directed staff to sponsor the app for \$500.

3. Discuss and consider authorizing the Sachse EDC to sponsor the Sachse Chamber of Commerce 2022 Fallfest event in an amount not to exceed \$5,000.

Mr. Kinzer recused himself for this item. Ms. Nash explained that the Chamber is requesting the EDC to be the Fallfest Food Court Sponsor for \$5,000. The Board noted that the food court is not necessarily Sachse-based businesses. Mr. McMurdie said the money spent is to help Sachse business, but a food truck could come from anywhere. The Board discussed sponsoring in a way that directly helps businesses in Sachse. The Board discussed providing grants for local businesses to participate at Fallfest rather than sponsoring the food court. Ms. Howarth suggested that the Chamber could promote that there are sponsorships available for Sachse-based businesses through the EDC.

The Board directed staff to sponsor 3 platinum booths at \$1,500 each for a total of \$4,500. The Board said the spots could be first-come-first-served, but if no one has taken them as the event gets closer the EDC could solicit businesses to participate.

Ms. Nash stated staff will come back to the EDC with a sponsorship policy in July.

Vice President Shivers adjourned the meeting to Executive Session at 7:37 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 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.**
- 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 Glen Echo Brewing, LLC for**

a project located at the corner of 5th Street and Sachse Street, and for retail or commercial business projects seeking to locate within the City of Sachse.

Vice President Shivers reconvened back to Regular Session at 9:05 p.m.

Regular Agenda Items:

- 1. 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 78 and Country Club Drive, and any amendments and instruments related thereto.**

No action taken at this time.

- 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 Glen Echo Brewing, LLC for a project located at the corner of 5th Street and Sachse Street, and any amendments and instruments related thereto.**

No action taken at this time.

- 3. Request for future agenda items.**

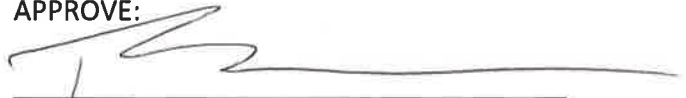
The Board discussed a potential incentive policy. Ms. Nash suggested that if there was an incentive framework staff could begin to negotiate prior to bringing items to EDC. Mr. Shivers asked if in upcoming staff reports staff can discuss what is going on the neighboring communities, such as major businesses moving in.

Regular Meeting Closing:

- 1. Adjournment**

Vice President Shivers adjourned the meeting at 9:09 p.m.

APPROVE:



Tim Shivers, Vice President

ATTEST:



Gina Nash, Executive Director