



The City of
SACHSE
Economic Development
Corporation

**Sachse Economic Development Corporation
Meeting Minutes
August 18, 2022**

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6:00 p.m. on Thursday, August 18, 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: President Tim Shivers; Vice President Marcia Harris-Daniel; Board members Teddy Kinzer, Scott McMurdie, Richard Chandler, and Jim Mason; Councilmember Michelle Howarth; Councilmember Lindsay Buhler; Economic Development Manager Jerod Potts; Finance Director David Baldwin; and Assistant Finance Director Ryan Bredehoeft.

Regular Meeting Opening:

1. Call to Order.

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.

Consent Agenda:

1. Approve the minutes of the July 21, 2022, regular meeting.

Mr. Kinzer made a motion to approve the minutes of the July 21, 2022, regular meeting. Ms. Harris-Daniel seconded the motion, and it carried unanimously.

2. Accept the monthly revenue and expenditure report for the period ending July 31, 2022.

The Board pulled this item off of consent and held a discussion.

Matthew Holboke, 5511 Oak Ridge Circle, asked if the EDC was paying taxes on the land owned by the EDC. Staff responded that the EDC is not paying property taxes on this land.

Mr. Kinzer made a motion to accept the monthly revenue and expenditure report for the period ending July 31, 2022. Mr. McMurdie seconded the motion, and it carried unanimously.

3. Approve the Consent Agenda as presented.

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.

Mr. Potts gave an update on the progress of the 5th Street District, noting that staff now has a construction timeline. The consultants are in the process of working on the design documents. The new schedule received from the consultants envisions bidding the infrastructure construction by January 2023 and then construction taking a few months. The goal is to have construction of the restaurants occur simultaneously with the infrastructure improvements.

Mr. Kinzer asked if other development in the District is on hold, and Mr. Potts responded that staff is currently focused on the first two restaurants but discussions are held with businesses interested in the 5th Street District and a list is kept of interested prospects. The Board suggested having an executive session agenda item for the next meeting to discuss 5th Street prospects and the timeline.

Mr. Potts provided the EDC Board with a few upcoming events and important dates.

Mr. Chandler asked about using a public online message board in accordance with the Texas Open Meetings Act. Mr. Chandler mentioned that the Board does not communicate outside of this meeting and he feels that more could be accomplished if communication was held outside of the meeting in accordance with the Act.

Mr. Shivers introduced Marty Kogel from the Sachse Chamber of Commerce to make a few comments. Mr. Kogel spoke about Fallfest and asked if the EDC wanted to participate in the event this year and have a booth? The Board noted it donated money for others to have booths, so the EDC would not have a booth specifically. Mr. Kogel stated the Chamber would work with the EDC to get guidance on particular businesses to present the platinum booth grants sponsored by the Board. Mr. Kogel mentioned the scavenger hunt, noting that this would be put off until next year during Small Business Week, which is in May.

2. Consider authorizing the Sachse Economic Development Corporation to make a donation to Five Loaves Food Pantry supporting their fundraising goal to purchase a refrigerated food truck.

Mr. Potts mentioned the item was brought by Audrey Wallace from 5 Loaves. 5 Loaves has set a goal to raise money to purchase a refrigerated food truck to replace the current, non-refrigerated truck they are using.

The Board invited Ms. Wallace to answer questions. Ms. Wallace mentioned that the \$70,000 goal is a rough estimate of what a used refrigerated truck would cost. Ms. Wallace stated their goal is to raise \$30,000 from corporate donors, and hopefully raise \$40,000 with individual donors. The Board asked if 5 Loaves sets aside funds for this purpose. Ms. Wallace responded they have some funds but this money has been set aside to purchase a van to replace their existing van. Ms. Wallace also mentioned she could ask the 5 Loaves Board to use some of their additional funds to make up the difference if they do not raise the \$40,000 at North Texas Giving Day. Ms. Wallace mentioned they have an opportunity to get 500 to 2,500 pounds of fresh food with a refrigerated truck. The Board asked if the EDC was the best venue to provide this funding, or if there are other sources that may be available. The Board discussed the funding remaining in the FY 2022 EDC budget.

Matthew Holboke, 5511 Oak Ridge Circle, said he was curious what size donation the Board was going to make, and what line item it would come out of in the budget.

Ms. Wallace responded that part of economic development is to advertise, and the truck travels all over Dallas. The Board mentioned wanting to be consistent with the community relations requests. The Board asked if they were to donate \$5,000 towards the truck and be eligible to have their name listed on the truck, how long would their name be kept on the vehicle? Ms. Wallace responded that the name would remain on the truck.

Mr. Shivers suggested moving to the next agenda item before making a decision on the 5 Loaves request.

After discussing the community relations item, the Board returned to the 5 Loaves discussion.

Mr. Kinzer made a motion to give two \$2,500-donations to 5 Loaves with the stipulation that they must be matched. Mr. Chandler seconded the motion, and it carried by a vote of 5-1, with Mr. Shivers voting no.

3. Hold a discussion regarding EDC support of items related to community relations.

Mr. Potts mentioned that he put together questions for the EDC Board to consider and react to. He noted that there is not currently a policy for this in place. Mr. Potts walked through the presentation for the Board. He asked about the goal of sponsorships. He asked what questions should be answered by the entity requesting a charitable donation or sponsorship from the EDC? Mr. Potts presented some potential guiding principles relative to these requests moving forward, such as asking whether the EDC Board would like to take up each request on a case-by-case basis.

Mr. Chandler noted that things where Return on Investment (ROI) can be attached to it is advertising and everything else is community relations. He noted that for all of these requests moving forward the Board should be asking the question about whether a contribution has a positive and direct impact on Sachse residents and local businesses. He also commented that the Board should review standing sponsorships historically participated in by the EDC. Mr. Shivers asked if the EDC should have a community relations line item in the budget? The Board mentioned needing to be conscious of where tax dollars go. Mr. Chandler mentioned that when the fiscal year begins, the money

included in the budget for community relations should be money that the Board is willing to donate to businesses that improve the quality of life in Sachse. Mr. McMurdie stated the EDC needs a small community relations budget. Mr. Kinzer said the group may want to step back and look at the mission, vision, and values. He asked if there is a firm grasp of what the EDC is about here in Sachse, which might be something for consideration. Mr. Shivers noted that the consensus is to have a community relations line item in the budget, and suggested talking about the criteria for that. Mr. Shivers mentioned establishing a number the Board is comfortable with staff making an administrative decision on, based on the content of the application, and what the answers on that form look like. Mr. McMurdie said these requests have to be for an event where the EDC name can be somewhere, so that the money isn't just going back into an organizations' coffers, or for administrative cost; he wants this to go towards something specific. The Board mentioned that community relations most likely does not have an ROI or direct economic business impact, but it is about the reputation of the EDC and goodwill for the city. Staff will come up with a sponsorship application to bring back to the Board for their consideration.

There was no action taken on this item.

4. Consider the Sachse Economic Development Corporation FY 2022-2023 Budget.

Mr. Potts gave a summary of the changes to the budget since the previous Board meeting held in July. He provided an overview of how some of the proposed workplan items for FY 2022-2023 tie back to the EDC goals and objectives document.

Mr. Potts explained increases to the dues and subscriptions and advertising and legal publications line items from the previous Board meeting. He also provided additional information about the request for the webpage redesign. Finance Director David Baldwin spoke to the increase in allocated overhead from what was presented to the Board at their previous meeting. Mr. Shivers mentioned revenue is well under the anticipated amount with the proposed budget. Mr. Potts noted that the money not spent in the proposed budget will go back into the EDC fund balance.

Mr. McMurdie made a motion to approve the Sachse Economic Development Corporation FY 2022-2023 budget as presented. Mr. Kinzer seconded the motion, and it carried 5-0-1, with Mr. Chandler abstaining.

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.**

Executive session not held.

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.**

Executive session not held. No action taken at this time.

- 2. Request for future agenda items.**

Mr. Chandler asked to include the online message board discussed previously in the meeting on a future EDC Board meeting agenda. The Board discussed having an agenda item to discuss a business survey in the future. The Board would like to see the community relations agenda item as talked about earlier on the next meeting agenda. Mr. Shivers asked to be told a story at the next Board meeting with Placer.ai, such as the data from Red, White, and Blue Blast.

Regular Meeting Closing:

- 1. Adjournment**


President Shivers adjourned the meeting at 8:49 p.m.

ATTEST:



Jerod Potts
Economic Development Corporation Manager

APPROVE:



Tim Shivers, President