

The City of
SACHSE
Economic Development
Corporation

**Sachse Economic Development Corporation
Meeting Minutes
September 22, 2022**

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6 00 p m on Thursday, September 22, 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 Scott McMurdie and Jim Mason, Councilmember Michelle Howarth, Economic Development Manager Jerod Potts, Finance Director David Baldwin, and Assistant Finance Director Ryan Bredehoeft Richard Chandler arrived at 6 16 p m

Those absent Teddy Kinzer and Mark Potter

Regular Meeting Opening

1 Call to Order

Mr Shivers called the meeting to order at 6 02 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

Public Comment

Diana Smith, 4802 Sachse Road, President of the Sachse Historical Society addressed the Board Ms Smith mentioned the museum is open every Tuesday 9 am to 1 pm, and by appointment She noted that they would like to build an exhibition hall in their side yard Ms Smith mentioned the upcoming Day of the Dead event taking place on October 8 that would include a history-filled hayride through the cemetery

Consent Agenda

- 1 Approve the minutes of the August 18, 2022, regular meeting**
- 2 Accept the monthly revenue and expenditure report for the period ending August 31, 2022**
- 3 Accept the Quarterly Investment Report for the quarter ending June 30, 2022**
- 4 Approve the Consent Agenda as presented**

Ms Harris-Daniel made a motion to approve all consent agenda items as presented Mr McMurdie seconded the motion, and it carried unanimously Mr Chandler was not present for this vote

Regular Agenda Items

1 Receive 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

City Secretary, Leah Granger, gave a brief overview of the new public comment process

Mr Potts explained that staff has proceeded with the creation of an advertisement to be included in the State of DFW issue of D CEO magazine that will be published in November He also mentioned that the EDC website redesign project recently held a kick-off meeting and described the new business guide document currently being developed Mr Potts provided the Board with a few important upcoming event dates and showed the Board the Monthly Development Report compiled monthly by the Development Services department

Mr Potts gave a Placer ai report to the Board, providing in-depth information about visitation during the Red, White and Blue Blast event Placer ai is a location-based platform that gives the City foot traffic information The Board inquired about the number of people visiting restaurants after the event, wondering if this was potentially something that could be marketed Mr Potts provided a brief overview of the Void Analysis tool within the Placer ai software The Board asked when reports can be pulled from Placer ai and Mr Potts mentioned information can be pulled a few days following the date of interest The Board asked if the data from Placer ai correlated with any revenue data or credit card transactions Mr Potts responded that staff could look in to it

Mr Shivers announced he is resigning his position on the EDC Board because he is moving out of Sachse He noted he has enjoyed his time on the Board and is proud of the things that have been accomplished Ms Harris-Daniel thanked Mr Shivers for his service

Ms Howarth informed the Board that the joint meeting with the EDC and City Council will be held on January 12, 2023

2 Consider authorizing the Sachse Economic Development Corporation to make a donation to Five Loaves Food Pantry supporting the Beacon of Hope program

Mr Potts provided an overview of this agenda item Though the EDC approved this item on August 18, 2022, 5 Loaves reversed course and would like to apply the funds to the Beacon of Hope program, rather than for the refrigerated box truck Lon Ricker addressed the Board on behalf of 5 Loaves Mr Ricker explained the Beacon of Hope program to the Board, stating Ms Wallace puts together an individual action plan for each family Assistance varies from helping people find a job, pay bills, or get their car fixed The Board asked how the EDC money would be spent, and Mr Ricker said money will go towards helping people and families as needed The Board asked how applicants would be vetted Mr Ricker

mentioned the money is not going to people directly, but rather 5 Loaves will make payments on behalf of the person getting their car fixed, etc

Mr Chandler made a motion to authorize the Sachse Economic Development Corporation to make a donation to Five Loaves Food Pantry supporting the Beacon of Hope program as presented, and Mr Mason seconded the motion. The final vote was 3-2, with Mr Shivers voting no, and Mr McMurdie abstaining because his wife sits on the Board of Directors of Five Loaves. The vote was initially declared to have failed, however, upon further review of the bylaws, a simple majority of the members present constitutes a passing vote. Therefore, this vote did pass and the donation can be made to Five Loaves.

3 Review and discuss the proposed EDC sponsorship policy in addition to discussing EDC support of items related to community relations, sponsorships, and/or advertising

Mr Potts brought forward a potential policy for the Board to provide input on, noting this specific agenda item was not an action item. He outlined the process and provided a preliminary amount of \$1,000 that staff would have the ability to approve, subject to meeting the conditions of the guidelines. Requests that meet the guidelines but exceed the \$1,000 threshold would be placed on an EDC Board agenda for consideration, noting however, that requests previously approved during the EDC budget process would not come back to the Board for approval. Mr Potts gave an overview of the proposed request form and guiding principles and provided information on historical event sponsorships by the EDC since 2010.

Mr Chandler commented that if the Board sponsors events, they should fit within the Community Relations line item in the EDC budget. Mr McMurdie stated he likes the application and thinks the EDC Board did not need to approve individual requests unless there is something that is questionable. Mr Chandler stated it would speed up the process if the Board specified the events it wanted to participate in each year. Mr Shivers said the dollar threshold for staff approval should be meaningful and should not be so low as to never allow staff approval. He also mentioned that those sponsorship opportunities the Board intends to participate in each year should be earmarked. The Board indicated they would like to see a quarterly report from EDC staff about what was given out relative to sponsorships, what was approved, what was denied, and how many requests were received. Ms Howarth mentioned that having this policy gives staff the authority to say no, whereas right now, there is no policy. Mr Shivers directed staff to create a framework where there is no approval needed by EDC because recurring and annual giving from the Board is already covered in the budget process. The application process is one that can be handled by staff with reports that are provided to the Board quarterly. Mr Shivers noted that the budget should include a line item for this program, as well as a line item for the normal recurring items.

There was no action taken on this item.

Mr Shivers adjourned the meeting to Executive Session at 7:25 p.m.

Executive Session

- 4 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.

The Board reconvened to regular session at 8:05 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.**

Mr. McMurdie made a motion to authorize 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. Mr. Chandler seconded the motion, and it carried unanimously.

- 2. Conduct a public hearing to consider a project for Dutch Bros, LLC. for a retail building and infrastructure project at 5014 Highway 78, Sachse, Texas.**

Mr. Shivers declared the public hearing for Dutch Bros, LLC open at 8:08 p.m.

Matthew Holboke, 5511 Oak Ridge Circle, said the EDC was giving money to Dutch Bros next to a longstanding Sachse business, and asked if money would be given to Bahama Bucks when they go out of business. Mr. Holboke asked what the thought process was.

President Shivers closed the public hearing at 8:10 p.m.

- 3. Request for future agenda items.**

Mr. Chandler mentioned that he made a public statement in regards to the online message board to City Council at their meeting held Monday night.

Regular Meeting Closing:

- 1. Adjournment**

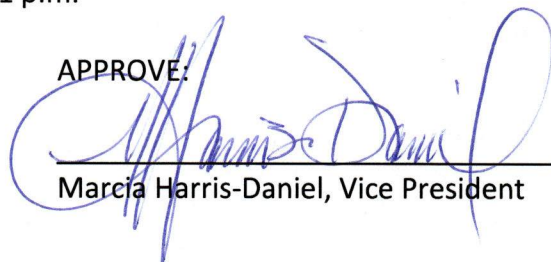
President Shivers adjourned the meeting at 8:11 p.m.

ATTEST:



Jerod Potts, Economic Development Manager

APPROVE:



Marcia Harris-Daniel, Vice President