



The City of
SACHSE
Economic Development
Corporation

**Sachse Economic Development Corporation
Meeting Minutes
October 27, 2022**

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6 00 p m on Thursday, October 27, 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 Marcia Harris-Daniel, Board members Teddy Kinzer, Mark Potter, Scott McMurdie, Richard Chandler, Jim Mason, and Chinelo Nwanze, Councilmember Michelle Howarth, Economic Development Manager Jerod Potts, Finance Director David Baldwin, and City Secretary Leah Granger

Regular Meeting Opening

1 Call to Order

Ms Harris-Daniel called the meeting to order at 6 05 p m

2 Invocation and Pledge of Allegiance to the U S and Texas Flags

Mr McMurdie gave the invocation and led the Board in the pledges

3 Sachse Business Spotlight – Lavenders Floral Boutique

Mr Potts introduced Ashley Longoria, owner of Lavenders Floral Boutique at The Station, to give the Sachse Business Spotlight Ms Longoria mentioned she started the business five years ago and opened the storefront in April 2022 She designs arrangements for over 200 weddings per year, and her business does anything flowers and gifts related Lavenders delivers Monday through Saturday within 10-miles She explained that workshops are hosted roughly every six-weeks in the store Ms Longoria mentioned that she located her business in Sachse because she loves the area and wanted to be part of the community

Public Comment

No comments at this time

Consent Agenda

- 1 Approve the minutes of the September 22, 2022, regular meeting**
- 2 Accept the monthly revenue and expenditure report for the period ending September 30, 2022**
- 3 Approve the Consent Agenda as presented**

Mr Potter made a motion to approve all consent agenda items as presented Mr Chandler seconded the motion, and it carried unanimously

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**

Mr Potts introduced new EDC Board member, Chinelo Nwanze Ms Nwanze gave a brief background about herself

Mr Potts gave an update on Sachse Fallfest, and the three platinum booth sponsorships that were provided by the EDC to Fit Body Boot Camp, Ted's Floor and Decor, and TNT Family Entertainment He provided information about upcoming events, and an update on the Business Development Analyst position the City is seeking to fill Mr Potts mentioned the EDC logo update project will start soon in conjunction with the update to the EDC website He mentioned staff has started to plan for the EDC Christmas gift, which will be delivered to various community partners and stakeholders Mr Potts presented a draft version of the new business guide currently in development Councilmember Howarth suggested placing a link in the brochure where people can find additional information on the website The Board suggested including contact information for electrical and other utility providers, and a list of frequently asked questions Mr Potts showed the Board the September Monthly Development Report

- 2 Receive a presentation regarding the Distributive Education Clubs of America (DECA) program at Sachse High School**

Chris Fleming, marketing teacher, and DECA advisor at Sachse High School introduced himself and explained the Sachse DECA chapter to the Board In Sachse, DECA participants are marketing and business students The local chapter has 55 members in 2022-2023, with a goal to grow the program and be active in the community Mr Fleming mentioned students go to conferences to participate in competitive events, go on field trips, and take part in campus social events

Mr Fleming talked about the ways DECA students can help businesses in the community, mentioning he hopes to launch an intern/job shadowing program in the fall Talking about how the EDC and DECA can work together, he mentioned sponsorship programs, student recognition, scholarships, judging events at conferences, a school-based enterprise launch, in classroom experiences and mentorships

Mr Potts explained that Mr Fleming was invited to speak to the EDC about opportunities for the Board to support the DECA program possibly utilizing the GISD Education Foundation grant received annually. The Board mentioned this being a perfect way to help students and businesses. The Board asked how DECA fits in with the Gilbreath-Reed Career and Technical Center (GRCTC), and Mr Fleming responded that GRCTC has marketing classes and each high school in GISD has DECA. One of the Board members suggested having a competition to see how the students would market Sachse. The Board asked about how the EDC could support the program. Mr Potts said he will continue to work with Mr Fleming to come up with ideas for how we can partner, and would bring a participation framework to the Board.

3 Discuss and consider approval of the proposed EDC sponsorship policy

Mr Potts mentioned that the agenda item is the action to approve the sponsorship policy. He walked the Board through the proposed request process, noting the staff approval limit was revised as requested, from \$1,000 to \$5,000. The Board talked about how some opportunities for sponsorships would not necessarily be community relations, and would thus not apply to this policy. The Board talked through the proposed dollar threshold for items to be staff approved versus needing to come back to the Board for approval. The Board asked if there was an audit process, and Mr Potts mentioned the Board would be updated through a periodic update. The Board talked about how the policy can be changed if something needs to be tweaked. The Board mentioned the policy helps prevent the approval process from being slowed down if there is not a meeting prior to requested funds being needed.

Mr McMurdie made a motion to approve the EDC sponsorship policy as presented. Mr Potter seconded the motion. There was then discussion about the motion.

Mr McMurdie amended the motion to approve the proposed EDC sponsorship policy as presented removing items #3 and #4 from page 2 of the sponsorship form. Mr Potter seconded the motion, and it carried 6-1 with Mr Kinzer voting no.

Note items #3 and #4 are still part of the adopted policy but removed from the document.

4 Consider and elect a President and Vice-President of the Economic Development Corporation Board of Directors

The Board separated this action into two separate motions, rather than electing the President and Vice-President with one motion.

Ms Harris-Daniel made a motion to elect Ms Harris-Daniel as the President of the Economic Development Corporation Board of Directors. Ms Nwanze seconded the motion, and it carried unanimously.

Ms. Harris-Daniel made a motion to elect Mr. McMurdie as Vice-President of the Economic Development Corporation Board of Directors. Mr. Potter seconded the motion, and it carried unanimously.

Ms. Harris-Daniel adjourned the meeting to Executive Session at 8:05 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 Economic Development incentives for retail or commercial business projects seeking to locate within the City of Sachse in the 5th Street District, generally located near State Highway (SH) 78 and 5th Street.**

Mr. Chandler left the meeting at 8:29 p.m.

The Board reconvened to regular session at 8:43 p.m.

Regular Items / Meeting Closing:

1. Adjournment

Ms. Harris-Daniel adjourned the meeting at 8:43 p.m.

ATTEST:



Jerod Potts, Economic Development Manager

APPROVE:



Marcia Harris-Daniel, President