



The City of
SACHSE
Economic Development
Corporation

**Sachse Economic Development Corporation
Meeting Minutes
April 21, 2022**

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6:00 p.m. on Thursday, April 21, 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, and Scott McMurdie; Councilmember Brett Franks; EDC Executive Director and City Manager Gina Nash; Assistant to the City Manager – Economic Development Jerod Potts; and Director of Finance David Baldwin.

Regular Meeting Opening:

1. Call to Order.

Vice President Shivers called the meeting to order at 6:01 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 – Uriel’s Master Woodworks

Mr. Shivers introduced Uriel Villegas, owner of Uriel’s Master Woodworks. Mr. Villegas noted that he started his business in Sachse in 2004. The business’s main focus is restoring pianos. During the pandemic the business expanded when they partnered with a master carpenter to make furniture and cabinets. Mr. Villegas mentioned they can do kitchen cabinets to high-end vanities, and they refinish antiques. There are 11 employees at Uriel’s Master Woodworks. Over the years they have not done much advertising. Mr. McMurdie asked how long it takes to refinish a piano, and Mr. Villegas said this can take a couple of months from start to finish. Ms. Harris-Daniel asked if Uriel’s Master Woodworks customized pieces and asked how their process works. Mr. Villegas noted that they will work with designers who will provide them with a sketch. Mr. Kinzer asked what the percentage breakdown was in their business for piano work versus other woodworking. Mr. Villegas said about 75% of their work is pianos, and the other 25% is other woodwork. Mr. Villegas explained the difficulty of moving pianos, noting that when he rebuilds a piano he does not want anyone else touching it. Mr. Villegas noted that what concerns him most is making sure he has enough work to

keep his employees busy. Mr. Villegas also noted that it was difficult to get certain materials due to supply chain issues. When asked about how the City could help the business, Mr. Villegas mentioned exposure would be beneficial. The Board inquired about the business park where the woodworking shop is located. Mr. Villegas mentioned that it is a small industrial area and there were opportunities to work together to promote the area.

Consent Agenda:

- 1. Approve the minutes of the March 24, 2022, regular meeting.**
- 2. Accept the monthly revenue and expenditure report for the period ending March 31, 2022.**
- 3. Approve the Consent Agenda as presented.**

Mr. McMurdie made a motion to approval all consent agenda items as listed. Ms. Harris-Daniel seconded the motion, and it carried unanimously.

Regular Agenda Items:

- 1. Consider and elect a President and Vice-President of the Economic Development Corporation Board of Directors.**

Mr. Shivers recommended this item be postponed until more Board members could be present and maybe when some of the vacant positions get filled. Mr. McMurdie asked if Mr. Shivers was still okay serving in the interim, and he agreed. Ms. Nash noted that Cedric Alford resigned from the EDC Board and there are now two vacancies.

No action was taken on this item.

- 2. 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 gave the Board an overview of the upcoming events in Sachse. Mr. Shivers asked if it was possible to put these events on the calendar for the Board, and Ms. Nash said staff would be happy to do that. Mr. Potts gave a brief update on the 5th Street District concept plan, noting that Kimley-Horn will have a much better idea of the specifics of the drainage plan once the concept plan is finalized. Mr. Shivers asked who would take on the cost of the drainage project, and Ms. Nash responded that these costs would be eligible for TIRZ #3 funds, but these reserves must be built up. Ms. Nash mentioned EDC funds could be utilized up front with a TIRZ #3 reimbursement, it all depends on timing and what is built up within the fund. Ms. Nash noted that the drainage study was paid for by the City upfront with the idea that TIRZ #3 could reimburse the account because this zone is directly impacted. Ms. Nash mentioned that the project is following the initial schedule and timeframe for the study. Mr. Potts talked about legislative updates with the Board providing a general timeline of when information about the upcoming session would be available. Mr. Shivers thanked Cedric Alford for his service and wished him the best. Ms. Harris-Daniel mentioned she

would miss Mr. Alford being part of the Board. Mr. Kinzer thanked Mr. Alford, noting he was concerned about his decision to leave. The Board discussed potentially having a future agenda item to talk more about the reasons behind the departure. After some discussion, Mr. Shivers suggested putting an item on a future EDC Board agenda to discuss working relationships and strategic goals, alignment, and effectiveness in order to talk through things that might prevent the EDC Board from being effective.

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

Ms. Nash stated that relative to this agenda item, the goal for staff was to put together a framework of what a target business attraction list looks like based on the conversations from the past several months. Ms. Nash presented an overview of what has been learned about Sachse from looking at the data. Ms. Nash then presented a summary of the business attraction goals as developed for the City of Sachse; two of the main goals being to diversify the tax base and to provide high-quality jobs. Mr. Potts presented the Board with information about the Sachse civilian labor force profile. Mr. McMurdie summarized by noting staff is using this data to identify clusters of different industries in Sachse to see where synergies can be developed. Ms. Harris-Daniel asked if staff would be working with the Dallas Regional Chamber (DRC) to make connections. Mr. Potts responded the DRC might send out a request for information and Sachse could respond if it meets the criteria. Ms. Nash noted that projects not falling directly within identified target business sectors are not excluded from consideration but having the list gives staff guidance when talking with prospects. Ms. Nash noted that this list gives some predictability to prospects. Ms. Nash presented the recently developed target clusters, sectors, and industries for Sachse to consider, including:

- Medical, health, and wellness;
- Life sciences;
- Technology; and,
- Niche / specialty retail.

Ms. Nash talked more about niche and specialty retail opportunities in Sachse, noting there is an opportunity to attract unique users not already represented in this market. A goal for specialty retail is to promote and encourage unique retail, shopping, and dining that leans towards experiential opportunities, including:

- Eatertainment;
- Destination retail;
- Incubator / co-working;
- Educational;
- Omnichannel (direct-to-customer / brick and mortar)
- Specialty grocery; and,
- Ghost / virtual kitchens.

Ms. Nash provided an overview of the strategies for achieving the Board's economic development goals relative to Hwy 78 and the President George Bush Turnpike. Ms. Nash then presented some action items to achieve the desired outcomes relative to target business sectors. When asked if staff was on the right track, Ms. Harris-Daniel said she likes the plan and stated that resources should be utilized to attract the right businesses and to be on their radar for consideration.

Ms. Nash presented a matrix to help staff and the Board understand the various impacts associated with a potential business deciding to locate or expand in Sachse. These impacts may include fiscal, employment, community, alignment to target industries, and other items such as whether the project makes a unique contribution to the city. Mr. Shivers said he would like to be able to effectively evaluate and compare incentives in order to make better informed decisions. Mr. McMurdie said to be careful with the incubator idea, but he likes the list. Ms. Nash clarified that this list helps identify potential target businesses and that incentives are a different discussion. The Board discussed the costs over time associated with providing City services, and how this factors into the equation. Ms. Nash mentioned there are some elements in the tool used to calculate economic impacts of projects. Mr. Shivers asked about the timeline for next steps relative to the other projects in the queue. Ms. Nash noted there will be a joint meeting with City Council this summer, and staff will start to work on marketing materials to move towards the target business sectors, and begin working on an incentive framework. Ms. Nash explained this framework provides predictability to prospects asking what they can get relative to incentives. Mr. Shivers said this item should be postponed until either the vacant EDC Board positions are filled or the meeting prior to the joint session with City Council.

Vice President Shivers adjourned the meeting to Executive Session at 8:06 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.**
- 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 8:42 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 (SH) 78 and Country Club Drive, and any amendments and instruments related thereto.**

No action taken at this time.

2. Request for future agenda items.

Ms. Harris-Daniel would like follow-up reports on the businesses that speak during the Sachse Business Spotlight portion of the meetings. Mr. Shivers mentioned that he would like to see a summary of business activity, businesses opening and closing in the City, or significant remodels in the staff report.

Regular Meeting Closing:

1. Adjournment

Vice President Shivers adjourned the meeting at 8:46 p.m.

APPROVE:

ATTEST:



Tim Shivers, Vice President



Gina Nash, Executive Director