

The City of  
**SACHSE**  
Economic Development  
Corporation

**Sachse Economic Development Corporation  
Meeting Minutes  
November 17, 2022**

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6 00 p m on Thursday, November 17, 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 Marcia Harris-Daniel, Board members Teddy Kinzer, Mark Potter, Richard Chandler, Jim Mason, and Chinelo Nwanze, Councilmember Michelle Howarth, Economic Development Manager Jerod Potts, City Secretary Leah Granger, and Assistant Finance Director Ryan Bredehoeft

**Those absent** Scott McMurdie

**Regular Meeting Opening**

**1 Call to Order**

Ms Harris-Daniel called the meeting to order at 6 03 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 – Cold Stone Creamery**

Mr Potts introduced Cristina Cruz, general manager for the Sachse location of the Cold Stone Creamery Ms Cruz mentioned the store opened in July 2022 The store holds fundraisers to spread the word about helping the community, and offers in-store pickup and delivery Ms Cruz mentioned that finding staff has been difficult All ice cream is made in the store, and they have 20 different flavors of ice cream currently with hundreds of mix-ins Ice cream flavors change seasonally

**Public Comment**

No comments at this time

## **Consent Agenda**

- 1 Approve the minutes of the October 27, 2022, regular meeting

Mr Kinzer made a motion to approve the minutes of the October 27, 2022, regular meeting Mr Potter seconded the motion, and it carried unanimously

- 2 Accept the monthly revenue and expenditure report for the period ending September 30, 2022

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

Matthew Holboke, 5511 Oak Ridge Circle, asked how to find financial information on individual economic development districts Assistant Finance Director Ryan Bredehoeft noted it is common in accounting when presenting reports to summarize the data, but there is detail behind that summary Mr Potts mentioned he would reach out to Mr Holboke to get more information and address his question

Mr Kinzer made a motion to approve the report 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 detailed a number of upcoming events, explained the status on hiring for the open Business Development Analyst position, and highlighted a recent professional networking event hosted by Sachse at The Station Mr Potts highlighted a few ongoing projects relative to the new EDC logo, a refresh to the Sachse EDC website, and the delivery of the EDC Christmas gift Mr Potts gave a brief update on the upcoming ICSC@Red River trade show as well as the recently purchased professional photos of local businesses

- 2 Hold a discussion regarding small business grants and local business grants

Mr Potts gave an overview of the purpose of the existing economic development policy, and then provided some background on the small business grant program and local business grant program The small business grant program was created and adopted by City Council as a response to the COVID-19 pandemic This particular account code is currently active but has not been used since July 2020 The local business grant program has existed for a number of years, with some of the historical expenditures including the sanitary sewer study along the PGBT corridor, the war memorial marker, sign grants, fireworks shows, building improvements, sponsorships, etc Money has not been added to this account for the previous two fiscal years, and this is currently an inactive account Staff wanted

to receive policy direction prior to placing money back into this account Mr Potts provided a few things for the Board to consider when contemplating bringing a program back, explaining this would not be used for sponsorships and explained that the incentive process is separate and distinct from the grant process He noted an incentive may have more return on investment than a matching grant The purpose of the grant would not be to replace the incentive process Mr Potts provided some examples of items that the Board could consider funding as part of a local business grant program such as signage, infrastructure, landscaping, demolition, etc He suggested freezing the small business grant account code, as this was more germane to the COVID-19 pandemic, and focusing on the local business grant line item The Board asked how people knew previously that these grants were available Mr Potts said moving forward this could be promoted on businesses visits or social media, but at this point, the marketing piece moving forward has not been discussed The Board asked about the guidelines and application process moving forward The Board discussed potentially getting the policy in place to know the best way to support local businesses and what types of projects would be eligible The Board noted the purpose was not to capitalize a business but help bolster them The Board discussed potentially using communication in the City water bill to promote the program

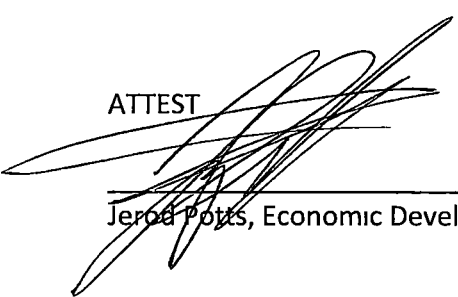
The Board discussed wanting to see funding focused along Highway 78 Staff asked about whether we would prefer to keep the parameters broad, or focus in specific areas The Board asked about the history of what has been granted The Board suggested not getting bogged down in the details, and not to put too many rules and stipulations on the program since the Board will review anyway, but rather provide a maximum amount and let people bring requests to the Board to consider Mr Potts suggested possibly bringing the incentive policy forward to the Board to review He also explained that if the Board desired to put a large sum of money into the local business grant program, it would make sense to bring a mid-year budget adjustment request to City Council for consideration so that the accounting is consistent moving forward The Board asked to see all of the line items that pertain to grants in the future, and requested information about the funds available and commitments obligated in order to make strategic decisions moving forward Mr Potts mentioned he could put a framework together for the Board to react to

**Regular Items / Meeting Closing**


**1 Adjournment**

Ms Harris-Daniel adjourned the meeting at 7 44 p m

ATTEST

  
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Jerod Potts, Economic Development Manager

APPROVE

  
\_\_\_\_\_  
~~Marcia Harris-Daniel, President~~

SCOTT MCMURDIE, VICE PRESIDENT