
MINUTES OF THE JOINT MEETING OF THE BOARDS OF THE
SACHSE ECONOMIC DEVELOPMENT CORPORATION and SACHSE CHAMBER OF COMMERCE
Wednesday, July 28, 2010 – 6:30 P.M.
Sachse Municipal Building - 5560 Highway 78
Sachse, Texas

1) At 6:30pm Mark Timm, President of the Sachse Economic Development Corporation called the meeting to order.

SEDC Board Members present: Mark Timm, Darrell Lensch, Jared Patterson, Stephen Stanley

Sachse Chamber of Commerce Board Members present: Tiry Williams, Douglas Brennan, Dr. Jerry Parish, Charles Elk, Jenna Lawson, David Todd, Linda Gertsner, Cesar Moncada, Donald Herzog, Jeanie Marten, Anita Collins.

Guest present: Allen Barnes, Steven Jolly, Sue Justice.

Staff: Tina Stelnicki, Carlos Vigil.

2) Welcome:

- (1) Mark Timm welcomed the group.
- (2) Tina Stelnicki thanked everyone for coming.

3) Reports:

- (1) Carlos Vigil briefly reported on the activities of the Sachse Economic Development Corporation. He mentioned the retail trade analysis had been initiated, and that promotional materials were being compiled for promoting Sachse.
- (2) Linda Gerstner outlined the goals of the Chamber of Commerce. He talked about some of the accomplishments of the past year and the events held annually by the Chamber of Commerce.

A discussion followed by all members about the challenges and opportunities in Sachse. A lot of questions were poised and the discussion centered on the theme of creating an identity for Sachse.

4) Presentations:

Steven Jolly – SRJ Marketing Communications, LLC

Mr. Steven Jolly of JR Marketing, commended the group on the conversation that he heard among the board members and the ideas that everyone was generating. He talked about ways to determine how the community residents felt about living in Sachse. He suggested several ways to get resident input. Mr. Jolly stated that it takes the community to create the brand however it all starts with a conversation like the one the two boards were having.

It was suggested that a shop local campaign be started with an educational component for the Citizens of Sachse on what we have in Sachse.

It was suggested to utilize the City's utility bill to survey citizens to answer questions about why they like living in Sachse.

It was suggested that a short video be created to promote keeping sales in Sachse.

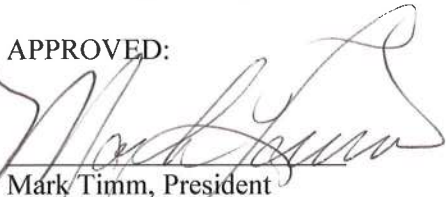
It was suggested to ask residents and businesses what they think "WE" look like.

It was suggested to rollout the "Did You Know Campaign" at the Fall Fest EDC booth.

After a lengthy discussion the members agreed to meet again and to keep going the ideas of marketing Sachse.

The meeting was adjourned.

APPROVED:



Mark Timm, President
Sachse Economic Development Corporation



Linda Gertsner, Chairperson of the Board of Directors
Sachse Chamber of Commerce

ATTEST:

Carlos D. Vigil, Executive Director