
MINUTES OF THE JOINT MEETING OF THE BOARDS OF THE
SACHSE ECONOMIC DEVELOPMENT CORPORATION and SACHSE CHAMBER OF COMMERCE
Wednesday, July 13, 2011 – 6:00 P.M.
3815 Sachse Road, Building B, City Council Chambers
Sachse, Texas

1) At 6:06pm Jared Patterson in the place of Mark Timm, President of the Sachse Economic Development Corporation called the meeting to order.

SEDC Board Members present: Darrell Lensch, Ken Thomas, Brian Poff, Mark Caldwell and Jared Patterson.

Sachse Chamber of Commerce Board Members present: Tiry Williams, Don Herzog, Anita Collins, Gary Overby, and Frank Millsap.

Guest present: O'Brien & Associates representatives, Chris Smithhart, Mick Granlund and Sean O'Brien.

Staff: Carlos Vigil.

2) Welcome:

(1) Jared Patterson welcomed the group.

(2) Tiry Williams sat in for David Todd.

3) Minutes of the joint meeting of the Sachse Economic Development Corporation and Sachse Chamber of Commerce for the meeting of April 13, 2011.

Don Herzog made a motion to approve the minutes as presented. Frank Millsap seconded and the motion carried unanimously.

4) Reports:

(1) Tiry Williams reported on the upcoming "Cars Under the Stars", to be held Saturday, July 30, 2011 in the Kroger shopping center. Mr. Williams announced that the Chamber of Commerce will be moving into the City Hall building at 5560 Highway 78. He also stated that Amy Berry accepted the position of President of the Chamber of Commerce.

(2) Carlos Vigil talked about the ICSC conference attended by him and Mr. Patterson. He stated that they were very well received by the retailers that they contacted and he has been following up by sending city information and marketing materials and staying in touch with the retail representatives.

5) Presentation by O'Brien & Associates on Sachse Vision.

Mick Granlund of O'Brien & Associates made a presentation on "Visioning" and "Branding" for Sachse. He highlighted the process to undertake and talked about the communities with whom they have worked.

A short question and answer session followed. Mr. Patterson thanked Mr. Granlund for attending. Mr. Patterson stated that we should invite them back for the next joint meeting.

6) Consider and discuss Chamber of Commerce/SEDC partnership.

Mr. Vigil told the group that the committee which was formed to discuss this had not been able to coordinate a time for meeting. Mr. Williams stated that Jeannie Marten was on vacation and that when she returns she would assist Mr. Vigil to continue this discussion. He also mentioned that Amy Berry will be the one to get this done for the Chamber. Mr. Patterson mentioned that the SEDC can benefit from use of the Chamber volunteers in some cases. Mr. Herzog stated that this can be a better connection with businesses as a two prong approach. There was not any action taken on this item

7) Consider and discuss Chamber of Commerce/SEDC 2011-2012 budget.

Mr. Vigil mentioned that the preliminary SEDC budget included cuts in every line item and that the 2012 budget was going to be streamlined dramatically that may prevent SEDC participation in sponsorships. He stated the Board will evaluate the large money sponsorships on a case by case basis.

8) Future Agenda Items.

The next joint meeting is scheduled for October 12, 2011.
Specifications on partnership discussion
Visioning – brain storming, price levels, costs.

9) Adjourn

At 6:40pm Ken Thomas made a motion to adjourn. Mark Caldwell seconded and the motion carried unanimously.

APPROVED:

Jared Patterson
Sachse Economic Development Corporation

David Todd, Chairperson of the Board of Directors
Sachse Chamber of Commerce

ATTEST:

Carlos D. Vigil, Executive Director