



MINUTES OF THE REGULAR SCHEDULED MEETING OF THE BOARD OF DIRECTORS
OF THE SACHSE ECONOMIC DEVELOPMENT CORPORATION

Thursday, March 16, 2017

STATE OF TEXAS

COUNTIES OF DALLAS AND COLLIN

The Board of Directors of the Sachse Economic Development Corporation convened in a public meeting at 6:30 p.m. on Thursday, March 16, 2017, 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. The role of duly constituted members of the Board of Directors was called, which members are as followed, to-wit:

Spencer Hauenstein, Mike VanBuskirk, Jeff Bickerstaff, Marcia Harris-Daniel, Karlos McGhee, Lyndsey Rhode, Niloufer Watkins, Leslyn Blake-ex-officio, Gina Nash-ex-officio

Meeting called to order at 6:34 PM by Mr. Hauenstein. Invocation offered by Mr. Bickerstaff and he also led in the Pledges to United States and Texas flags.

1. Consent Agenda

- 17-3724 Approve the minutes of the February 16, 2017 regular meeting.
- 17-3733 Accept the Monthly Revenue and Expenditure Report for the period ending January 31, 2017, preliminary Summary Budget Report for February 2017, and a Comparative Balance Sheet for September 30, 2016 and February 28, 2017.

Mr. Bickerstaff made motion to accept the Consent Agenda as presented and motion seconded by Mr. VanBuskirk. Motion was passed unanimously.

2. Regular Agenda Items.

- 17-3725 Discuss and consider action on a funding request for a project for the purchase of fireworks for the City of Sachse for Red, White and Blue Blast festivities at Heritage Park, in an amount not to exceed \$12,600.00

Mr. Whitworth, Director of Parks and Recreation, presented grant request for Sachse EDC to again sponsor the Red, White and Blue Blast fireworks to be held on Monday, July 3rd in an amount not to exceed \$12,600. This amount would be taken from Sachse EDC advertising budget as it has helped brand Sachse. Total

cost of fireworks is same as last year (\$20,000) and this year the City of Sachse is using new vendor. Public safety estimates between 8,000 and 12,000 people attend this event.

Mr. VanBuskirk made a motion to approve grant request not to exceed \$12,600.00 for Red, White and Blue Blast City fireworks. Motion was seconded by Ms. Watkins and passed unanimously.

17-3730 Receive social media audit presentation from Imaginuity and discuss and consider action on agreement for professional services to perform social media services.

Goals for Sachse would include painting City as best place to live and work. Sachse should be on top of list of places for businesses to locate. Amplify the Social Media Team activity of Sachse High School and strengthen relationships through unclosed feedback loop and real time responses. Employees and community would become a two way platform to form meaningful connection through social media. Build confidence and trust for Sachse EDC through transparent communication and timely response.

Plan would start by developing strong brand for Sachse. Set up social media with Facebook, Twitter, and LinkedIn calendars using images with postings that are engaging to the audience. Will monitor and respond in appropriate ways. Deliver monthly reports to Sachse EDC regarding likes and shares. Establish a strong brand voice on Facebook, Twitter and LinkedIn and create a social media visual library. Monitoring channels would develop a two way communication to glean insights.

Investment should be measurable by key performance indicators. Likes and Shares are the most defining measures. At the beginning of engagement, 15-30 shares of content would be a short term goal. After first few months, will be able to grow key performance indicators and benchmark those. The budget is on the smaller side but can maximize efforts because of breadth of knowledge of Imaginuity and reflect thought leadership by curating content from free sources. Imaginuity would like to meet with members of EDC Board. Sharon will learn to do monthly postings as well.

Ms. Blake asked Board to approve expenditure of \$16,000 for six month contract with 30 day opt out. Mr. Bickerstaff asked that we consider extension provision at end of six months at same rates and Mr. VanBuskirk wanted to add an hourly rate provision for ad hoc requests.

Mr. Van Buskirk made motion for approval of contract with Imaginuity not to exceed \$16,000 for social media services with added extension provision and hourly rate provision. Ms. Rhode seconded motion. Motion passed unanimously.

17-3685

Consider and take action on reports and presentations by the Sachse Economic Development Corporation President, Board Members, CEO and Staff regarding items of community interest, special events, announcements and activities, office, industrial, commercial, retail, and business retention and marketing projects.

- City Manager and Ms. Blake attended Legislative Days in Austin along with Lyndsey Rhode and Jeff Bickerstaff. Met with Rep. Angie Chen Button, Rep. Jodie Laubenburg, Senator Van Taylor and Aaron Demerson with Texas Workforce Commission.
- Continuing to work with Sachse High School social media team to promote Sachse through Twitter using #WeAreSachse.
- Planning to participate in Economic Development Week on May 8-13 which is an IEDC awareness program. Will enlist the help of Sachse High School to get word out as to what EDC does and highlight jobs that the SEDC has brought to Sachse.
- City Council approved Comprehensive Plan which is a huge accomplishment for Sachse. Next step will be zoning changes.
- City Council approved Sachse Rod Shop and Sachse Historical Society Grant requests as recommended by Sachse EDC Board.
- Preparing Quarterly Update for City Council on Monday, March 20th
- All Board invited to Appreciation Dinner on Thursday, March 24th
- City Manager and Ms. Blake to attend ICSC Food for Thought Conference at end of March. Event hosted by ICSC about how food and beverage is driving retail growth. Event loaded with sessions to help with planning retail/restaurant decisions for Sachse.
- Hosted Business Retention & Expansion Breakfast on Thursday, March 2nd with Jason Claunch presenting “Placemaking”. Forty-four people attended and survey responses were positive. Ms. Harris-Daniel and Ms. Rhode would like to see more done with Business Retention & Expansion in the future.

17-3737

Discuss and consider action regarding creation of a formal Business Retention and Expansion Program and Committee.

Ms. Rhode proposed that a BR&E Committee be formed to help retain current Sachse small businesses. City Council did not identify Business Retention & Expansion as one of the top four goals of Sachse EDC. City Council would need to approve the expenditure of funds and time taken for this type of program.

Ms. Watkins pointed out that the Comprehensive Plan would probably be our number one priority and proposed that the Sachse Chamber would need to take the lead on business retention and expansion. Budget constraints might preclude participation at this time as well. Mr. McGhee agreed that now is the time to form a committee to help retain small businesses already in Sachse. Mr. Hauenstein agreed that next year’s budget for business retention might need to be increased to

support small business retention and expansion needs once the committee had explored need for program and outlined plan. Ms. Rhode wanted to see if we could measure the sales tax loss from businesses that have already left Sachse.

Ms. Harris-Daniel made motion to create a formal Business Retention and Expansion Committee. Mr. McGhee seconded motion. Motion passed unanimously. Mr. Hauenstein asked for Board members to contact Ms. Blake if willing to serve on this committee.

17-3728 Discuss possible future agenda items.

At 6:44 p.m. Mr. Hauenstein made motion to convene to Executive Session.

3. Executive Session:

17-3727 The Economic Development Corporation Board shall convene into Executive Session pursuant to the Texas Government Code, Section 551.072: Deliberation of the purchase, sale, and license of real property generally located in mid-west part of the City of Sachse.

17-3726 The Economic Development Corporation Board shall convene into Executive Session pursuant to the Texas Government Code, Section 551.087: Deliberation regarding economic development incentive for retail or commercial business projects seeking to locate or expand within the City of Sachse.

Open Meeting reconvened at 8:47 p.m.

No Action Necessary as a result of Executive Session.

Adjournment

- At 8:47 p.m. Mr. Hauenstein adjourned meeting.



Spencer Hauenstein, President



Leslyn Blake, CEO