



ECONOMIC DEVELOPMENT CORPORATION
February 22, 2024, MEETING MINUTES

The Board of Directors of the Sachse Economic Development Corporation (EDC) convened in a public meeting at 6 p.m. on Thursday, February 22, 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 Scott McMurdie; Board members Jim Mason, Chinelo Nwanze, Alan Bell, Chris Decker, Joshua Frick; Economic Development Manager Jerod Potts; and Economic Development Coordinator Denise Lewis.

Mr. Frick joined the meeting at 6:03 p.m.

Those absent: Vice President Richard Chandler and Councilmember Michelle Howarth

REGULAR MEETING OPENING:

1. Call to Order.

Mr. McMurdie called the meeting to order at 6:00 p.m.

2. Invocation and Pledge of Allegiance to the U.S. and Texas Flags.

Mr. McMurdie gave the invocation and led the Board in the pledges.

PUBLIC COMMENT:

There were no public comments.

CONSENT AGENDA:

- 1. Approve the January 18, 2024, meeting minutes.**
- 2. Accept the monthly revenue and expenditure report for the period ending December 31, 2023.**
- 3. Approve the consent agenda.**

Ms. Nwanze made a motion to approve the consent agenda. Mr. Decker 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 gave an update on various projects, noting that a final walk through for the Alexander Street infrastructure project within the 5th Street District is scheduled for next week. Staff is considering possible activation events for this area. The staff review committee has made a recommendation for assistance with updating the City's Comprehensive Plan. Staff will bring a professional service contract to City Council for their approval at an upcoming meeting. Mr. Potts noted the success of the ICSC@ Red River trade show and highlighted some upcoming City events.

Mr. Potts gave an update to the Board on the Sachse Economic Development marketing strategy. He talked to the Board about a recent opportunity where staff was invited to present to a commercial real estate firm about opportunities in Sachse.

2. Receive an update on the Sachse Local Business Grant Program.

Mr. Potts presented the local business grant branding and spoke about future promotional efforts to call attention to this program.

Ms. Lewis noted the feedback from businesses about the grant program, and Mr. Potts expressed the need to contact property owners.

The Board suggested different ways to contact businesses about the grant program and highlighted the need for direct communication with property owners.

3. Receive an update on the Sachse Economic Development business visitation program.

Ms. Lewis gave an overview of the business visits she has conducted since the previous EDC Board meeting held in January. She is gathering resources for businesses and working to update the existing Sachse business inventory sheet.

The Board recommended a few ways to get in touch with business owners if they are not available at the time of the visit.

4. Discuss pursuing an economic development strategic plan.

Mr. Potts provided background information on the development and adoption of the previous goals and objectives of the Sachse Economic Development program from 2021 as well as the current goals adopted 2023. He also discussed the development of the target business sectors identified by the City Council and EDC Board in 2023. Mr. Potts brought up the possibility of hiring a professional consulting firm to create a strategic plan that would be aligned with the soon-to-be-updated Comprehensive Plan. The consulting firm would be tasked with creating prioritized, strategic, and actionable goals to define a clear path forward for Sachse. Mr. Potts talked about

a desired outcome being to establish meaningful targets and metrics. He mentioned this could be a budget item for FY 2025.

The Board mentioned there being value in bringing in a professional. They mentioned the current goals are a good starting point. The Board is interested in exploring what the options are, and expressed a desire to have City Council buy-in. The Board directed staff to begin the discovery process now, and not necessarily wait until FY 2025.

5. Adjournment.

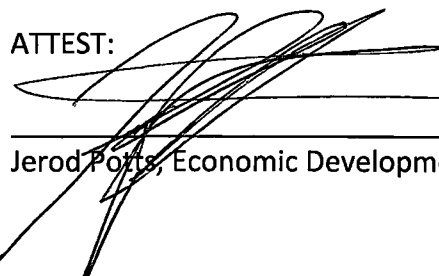
Mr. McMurdie adjourned the meeting at 7:28 p.m.

APPROVE:



Scott McMurdie, President

ATTEST:



Jerod Potts, Economic Development Manager