



**ECONOMIC DEVELOPMENT CORPORATION
JANUARY 18, 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, January 18, 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, Vice President Richard Chandler; Board members Chinelo Nwanze, Alan Bell, Chris Decker, Joshua Frick; Councilmember Michelle Howarth; Economic Development Manager Jerod Potts; and Economic Development Coordinator Denise Lewis.

Those absent: Board member Jim Mason

REGULAR MEETING OPENING:

1. Call to Order.

President Scott McMurdie called the meeting to order at 6:03 p.m.

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

Councilmember Michelle Howarth gave the invocation and led the Board in the pledges.

PUBLIC COMMENT:

There were no public comments.

CONSENT AGENDA:

- 1. Approve the November 16, 2023, meeting minutes**
- 2. Accept the monthly revenue and expenditure report for the period ending October 31, 2023.**
- 3. Accept the monthly revenue and expenditure report for the period ending November 30, 2023.**
- 4. Accept the Quarterly Investment Report for the quarter ending September 30, 2023**
- 5. Accept the City of Sachse Investment Policy for FY 2023-2024 as adopted by the City Council on December 4, 2023.**

Ms. Nwanze made a motion to approve the consent agenda. Mr. Bell seconded the motion and it carried unanimously.

REGULAR AGENDA ITEMS:

- 1. Conduct a public hearing for an infrastructure project generally located along Miles Road, north of Bunker Hill Road, known as Project Yosemite, for Vaquero Sachse II Partners, LP, its assigns, or related entities.**

Mr. McMurdie opened the public hearing at 6:11.

President McMurdie read questions about the process and the project from Sachse resident, Matthew Holboke. Mr. McMurdie noted that certain components of incentive discussions are not discussed in public because staff is still negotiating terms. Once agreements are executed, the public may request them through an open records request.

Mr. McMurdie closed the public hearing at 6:15pm.

- 2. 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 the 5th Street District stating Alexander Street would possibly be open next month depending on the weather. Phase 2 planning has started, which includes boundary and topographical surveys for the properties that have not already been surveyed. Staff is working to reclaim ownership of Sachse Road from TXDOT. Mr. Potts noted that staff has contemplated the possibly of a master developer helping with the remainder of the 5th Street District. The comprehensive plan RFQ has been issued, and staff anticipates taking the item to City Council for approval in March. The projected timeline contemplates the comprehensive plan update wrapping up Spring 2025. Mr. Potts spoke about preparing for the ICSC@ Red River trade show that staff is attending at the beginning of February.

Ms. Lewis mentioned staff worked with Trade & Industry Development Magazine to produce an audience extension campaign targeting the Google Display Network. Most of the website visitors are from social media indicating successful outreach.

Ms. Nwanze spoke about the promotion of Jake's Burgers by the City and how this helped contribute to a successful grand opening.

Mr. Potts noted Local Business Grant Program funding is available and staff is working on a unique campaign to help market the grant.

3. Discuss and provide direction on the Sachse Economic Development business visitation program.

Mr. Potts provided background on the framework for the business visitation program that was presented to the Board in November 2021. A hybrid model was established with a focus on relationship building and information gathering. Since November 2021, 27 business visits have been logged. Feedback from business visits has been positive, especially in relation to when the City promotes these businesses via Sachse Economic Development social media accounts.

Mr. Potts proposed a few changes to the business visitation program, such as adding a condition in future developer agreements requiring a visit. Staff noted specific information to be gathered while on a visit, with the goal being to schedule visits as opposed to dropping by. Short term goals of the program include visiting four businesses a month and connecting businesses with community partners. Staff intends to build up to a citywide business survey in the future.

The Board supported the business visits, noting that many small businesses may not know the resources available by the EDC. The Board provided suggestions about the program.

4. Adjournment.

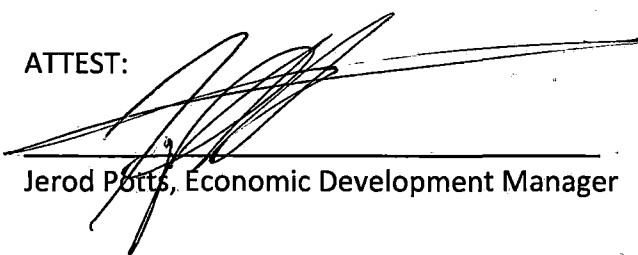
Mr. McMurdie adjourned the meeting at 7:20 pm.

APPROVE:



Scott McMurdie, President

ATTEST:



Jerod Potts, Economic Development Manager