
MINUTES OF THE JOINT MEETING OF THE BOARDS OF THE
SACHSE ECONOMIC DEVELOPMENT CORPORATION and SACHSE CHAMBER OF COMMERCE
Wednesday, January 12, 2011 – 6:00 P.M.
3815 Sachse Road, Building B
Sachse, Texas

1) At 6:00pm Mark Timm, President of the Sachse Economic Development Corporation called the meeting to order.

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

Sachse Chamber of Commerce Board Members present: Tiry Williams, Charles Elk, David Todd, Linda Gertsner, Donald Herzog, Jeanie Marten, Anita Collins and Dolores Greenwald.

Guest present: None.

Staff: Carlos Vigil

2) Welcome:

(1) Mark Timm welcomed the group and thanked everyone for attending.

3) Minutes of the joint meeting of the Sachse Economic Development Corporation and Sachse Chamber of Commerce for the meeting of July 28, 2010.

David Todd made a motion to approve the minutes as presented. Linda Gertsner seconded and the motion carried unanimously.

4) Reports:

- (1) David Todd announced he was the new chair of the Chamber of Commerce. He introduced Linda Gerstner as the past chair and Tiry Williams as the Vice Chair. Mr. Todd talked about the similarities of the two entities of common human capital, common mission and common purpose. Mr. Todd read the mission statement of the Sachse Chamber of Commerce: "The Sachse Chamber of Commerce Board of Directors is committed to its membership and the City of Sachse. We are both optimistic and excited about the future of the chamber and remain focused on our goal which is to create a strong voice for members by building opportunities for business and the community. The Board is in the process of exploring all opportunities to ensure this goal continues to be met. Our promise is to keep our membership informed as progress is made to further our mission."
- (2) Mark Timm introduced Brian Poff, Mark Caldwell, and Ken Thomas as the new members of the SEDC Board. Mr. Timm talked about combining resources to meet the common goal to support local businesses. Mr. Timm highlighted the discussion from the last meeting regarding the marketing campaign.

- (3) Carlos Vigil presented the aerial map and talked about the Retail Trade Analysis to be presented at the SEDC following the joint meeting. Mr. Vigil talked about the ideas for the shop local campaigns and the on-line survey. He talked about the Four Season's Market being held at the previous City Hall Building.

5) Consider and discuss action regarding marketing campaign initiatives.

A discussion was held about marketing initiatives and available resources for the ideas being considered. Some of the initiatives were based on old fashion advertising programs such as billboards and direct mail to more cost effective, electronic media and social networks of web pages and twitter and face book. It was determined that costs should be compiled on the various advertising ideas. The group wants to determine what the "hook" will be to entice new visitors and businesses to Sachse. Someone suggested developing a telephone application for Sachse. Someone suggested using the poles at the old city hall building and placing an electronic sign. Someone suggested hosting a developer/realtor day to "show-off" the community. Jeanne Marten, Tiry Williams, Todd Ronnau, Brian Poff and Carlos Vigil will meet to discuss and formulate an initiative for marketing. Mark Timm and David Todd will assist as needed.

6) Consider and discuss action on creating goals and objectives.

Carlos Vigil will compile a list of goals of the past studies of the City, the Chamber of Commerce and the SEDC. He will distribute the list to all the members to have a discussion on these and prioritize them as necessary. The meeting for discussion of the goals and objectives is scheduled for Wednesday, March 9, 2011.

7) Consider and discuss web site survey.

Carlos Vigil presented the results of the "Did You Know" on-line survey. The discussion centered on involving the school age population. Several school groups were mentioned for contacting to obtain input from them for web page and social media promotion.

8) Future Agenda Items.

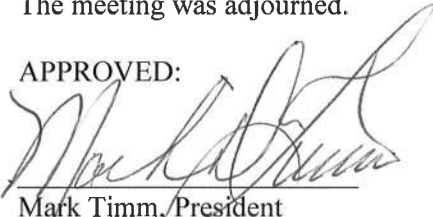
There was not any specific item mentioned.

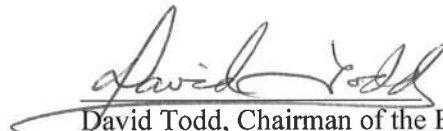
9) Adjourn.

At 6:57pm Jared Patterson made a motion to adjourn. Don Herzog seconded and the motion carried unanimously. The meeting was adjourned.

The meeting was adjourned.

APPROVED:


Mark Timm, President
Sachse Economic Development Corporation


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

ATTEST:


Carlos D. Vigil, Executive Director