



City of Sachse, Texas

Meeting Agenda

Economic Development Corporation

Thursday, November 17, 2016

6:30 PM

Council Chambers

The Board of Directors of the Economic Development Corporation of the City of Sachse will hold a Regular Meeting on Thursday, November 17, 2016, at 6:30 p.m. in the Council Chambers at Sachse City Hall, 3815 Sachse Road, Building B, Sachse, Texas to consider the following items of business:

1. Invocation and Pledge of Allegiance to the U.S. and Texas Flags.
2. Consent Agenda Items.

ALL ITEMS LISTED ON THE CONSENT AGENDA WILL BE CONSIDERED BY THE BOARD AND WILL BE ENACTED BY ONE MOTION, THERE WILL BE NO SEPARATE DISCUSSION OF THESE ITEMS UNLESS A BOARD MEMBER SO REQUESTS.

[16-3593](#)

Consider and take action on the minutes of the Sachse Economic Development Corporation regular meeting of October 20, 2016.

[16-3597](#)

Accept the Monthly Revenue and Expenditure Report for the period ending September 30, 2016.

Attachments: [SEDC 9-30-16](#)

3. Regular Agenda Items.

[16-3591](#)

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, business retention and marketing projects.

[16-3586](#)

Presentation by Sachse High School Social Media Team.

[16-3587](#)

Review and consider action on 2016-2017 Draft Strategic Marketing Plan.

[16-3592](#)

Discuss possible future agenda items.

4. Executive Session.

[16-3596](#)

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.

Consider any action necessary as a result of executive session.

[16-3595](#)

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

Consider any action necessary as a result of executive session.

5. Adjournment.

The SEDC Board reserves the right to convene into Executive Session pursuant to the Texas Government Code, Chapter 551.071(2) for the purpose of seeking confidential legal advice from SEDC's general counsel regarding posted items on the meeting agenda.

Posted: November 8, 2016; 6:00 p.m.

Michelle Lewis Sirianni, City Secretary

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Michelle Lewis Sirianni, City Secretary, at (972) 495-1212, 48 business hours prior to the scheduled meeting date.



City of Sachse, Texas

Legislation Details (With Text)

File #:	16-3593	Version:	1	Name:	SEDC meeting minutes of October 20, 2016
Type:	Agenda Item	Status:		Status:	Agenda Ready
File created:	11/7/2016	In control:		In control:	Economic Development Corporation
On agenda:	11/17/2016	Final action:		Final action:	
Title:	Consider and take action on the minutes of the Sachse Economic Development Corporation regular meeting of October 20, 2016.				

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Title

Consider and take action on the minutes of the Sachse Economic Development Corporation regular meeting of October 20, 2016.

Background

Minutes of meetings are prepared in writing and distributed for approval.

Policy Considerations

Robert's Rules of Order.

Budgetary Considerations

None.

Staff Recommendations

Staff recommends approval of the meeting minutes for October 20, 2016 as a consent item.



City of Sachse, Texas

Legislation Details (With Text)

File #: 16-3597 **Version:** 1 **Name:** SEDC Budget Reports November 2016
Type: Agenda Item **Status:** Agenda Ready
File created: 11/8/2016 **In control:** Economic Development Corporation
On agenda: 11/17/2016 **Final action:**
Title: Accept the Monthly Revenue and Expenditure Report for the period ending September 30, 2016.
Sponsors:
Indexes:
Code sections:
Attachments: [SEDC 9-30-16](#)

Date	Ver.	Action By	Action	Result
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Title

Accept the Monthly Revenue and Expenditure Report for the period ending September 30, 2016.

Background

The Sachse Economic Development Corporation Treasurer will prepare and present financial reports each month updating the Board regarding revenues and expenditures and budgetary progress for the current year. Typically, the monthly reports include a revenue and expense summary from the most recent closed month and a preliminary line item report for the preceding month. However, this month's presentation is only the summary revenue and expense report for the period ending September 30, 2016; due to the posting deadline for this month's agenda, the preliminary October 2016 line item report is not available.

Budgetary Considerations

September is the final month of the fiscal year, so it is expected that both revenues and expenditures should be near the final totals annually. The attached report is before accrual and adjusting entries have posted, so it will differ from the audited final report, which should be available in February.

Staff Recommendations

Accept the Monthly Revenue and Expenditure Report for the period ending September 30, 2016.

City of Sachse
Monthly Revenue and Expenditure Report
September 30, 2016
(Unaudited)

SACHSE ECONOMIC DEVELOPMENT CORPORATION

100% of Year Completed

	Annual Budget	Current Month Actual	Actual YTD	YTD Actual as a Percent of Budget	Note Reference 100%
Revenue Summary					
Sales Tax	\$ 609,759	\$ 56,248	\$ 704,568	115.55%	
Other Income	\$ -	\$ -	\$ 15,000	N/A	
Interest Income	8,000	708	4,567	57.08%	
Total Revenue	\$ 617,759	\$ 56,956	\$ 724,135	117.22%	
Expenditure Summary					
Expenditures	699,811	69,402	460,169	65.76%	
Total Budgeted Expenditures	\$ 699,811	\$ 69,402	\$ 460,169	65.76%	
Economic Development Grants	\$ -	\$ -	\$ 1,354,564	N/A	A
Total Expenditures	\$ 699,811	\$ 69,402	\$ 1,814,733		
Total Revenue Over/Under Expenses	\$ (82,052)	\$ (12,447)	\$ 263,965		

Explanation of Major Variances:

A Grants to City of Sachse for Third Sewer Connection and Quiet Zone



City of Sachse, Texas

Legislation Details (With Text)

File #:	16-3591	Version:	1	Name:	Reports and Presentations.
Type:	Agenda Item	Status:		Status:	Agenda Ready
File created:	11/7/2016	In control:		In control:	Economic Development Corporation
On agenda:	11/17/2016	Final action:		Final action:	
Title:	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, business retention and marketing projects.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:					

Date	Ver.	Action By	Action	Result
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Title

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, business retention and marketing projects.

Background

Announcements are made at this time only for information purposes.

Policy Considerations

There is no action or discussion of topics presented.

Budgetary Considerations

None.

Staff Recommendations

None.



City of Sachse, Texas

Legislation Details (With Text)

File #:	16-3586	Version:	1	Name:	Presentation by Sachse High School Social Media Team
Type:	Agenda Item	Status:		Status:	Agenda Ready
File created:	11/7/2016	In control:		In control:	Economic Development Corporation
On agenda:	11/17/2016	Final action:		Final action:	
Title:	Presentation by Sachse High School Social Media Team.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:					

Date	Ver.	Action By	Action	Result
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Title

Presentation by Sachse High School Social Media Team.

Background

Staff presented a need to work with an outside agency for support with social media tasks. Staff presented a proposal from an outside agency for the Board's consideration. Several Board members commented on alternatives means for help with social media. One option was to look at how the Chamber was using interns from Sachse High School to perform basic social media programming to see if a similar relationship might work for the SEDC.

Staff met with Denise Chavez, SHS Marketing Teacher, to discuss. A team of three students was assembled and began meeting in August 2016. The team primarily works on the Twitter platform but also posts to Facebook. They have developed different campaigns to reach different audiences and explore different themes.

The team will make their first presentation to the SEDC Board to review programming to date and discuss ongoing goals and future strategies.

Policy Considerations

None.

Budgetary Considerations

The SHS internship program is free.

Staff Recommendations

Staff is requesting feedback on the direction the team is heading with social media programming.



City of Sachse, Texas

Legislation Details (With Text)

File #: 16-3587 **Version:** 1 **Name:** 2016-2017 Strategic Marketing Plan Review
Type: Agenda Item **Status:** Agenda Ready
File created: 11/7/2016 **In control:** Economic Development Corporation
On agenda: 11/17/2016 **Final action:**
Title: Review and consider action on 2016-2017 Draft Strategic Marketing Plan.
Sponsors:
Indexes:
Code sections:
Attachments:

Date	Ver.	Action By	Action	Result
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Title

Review and consider action on 2016-2017 Draft Strategic Marketing Plan.

Background

The Sachse City Council has prioritized design and execution of a comprehensive marketing strategy to be one of the goals for the SEDC to accomplish this year. The SEDC has just completed its marketing activity for FY 2015-2016. Staff has assessed the results of last year's activity and used that information to craft a draft plan for the SEDC Board's consideration for FY 2016-2017.

Staff will present a 10-month campaign that will cover a variety of platforms from print advertising to website refresh, to event sponsorships and social media.

Policy Considerations

An adopted strategic plan would set forth specific activities to pursue in order to accomplish the goals of the SEDC. It is anticipated that, at a minimum, staff will provide quarterly progress updates.

Budgetary Considerations

Marketing dollars are allocated in the current fiscal year budget. An adopted strategic plan may guide future budgeting recommendations and decisions.

Staff Recommendations

Discuss the SEDC Draft Strategic Marketing Plan.



City of Sachse, Texas

Legislation Details (With Text)

File #: 16-3592 **Version:** 1 **Name:** Future agenda items.
Type: Agenda Item **Status:** Agenda Ready
File created: 11/7/2016 **In control:** Economic Development Corporation
On agenda: 11/17/2016 **Final action:**
Title: Discuss possible future agenda items.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Title

Discuss possible future agenda items.

Background

The Board makes suggestions on topics to be discussed at future meetings.

Policy Considerations

Only the items on the agenda can be discussed.

Budgetary Considerations

None.

Staff Recommendations

None.



City of Sachse, Texas

Legislation Details (With Text)

File #:	16-3596	Version:	1	Name:	Executive Session for purchase or sale of real property
Type:	Agenda Item	Status:			Agenda Ready
File created:	11/7/2016	In control:			Economic Development Corporation
On agenda:	11/17/2016	Final action:			
Title:	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.				
	Consider any action necessary as a result of executive session.				

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Title

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.

Consider any action necessary as a result of executive session.

Background

This agenda item is provided for the Economic Development Corporation Board to meet in executive session to deliberate the purchase, sale, and license of real property generally located in mid-west part of the City, in accordance with Texas Government Code.

Policy Considerations

None.

Budgetary Considerations

None.

Staff Recommendations

Conduct executive session and take any action appropriate.



City of Sachse, Texas

Legislation Details (With Text)

File #:	16-3595	Version:	1	Name:	EDC - Economic Incentive Request Exec Session
Type:	Agenda Item	Status:		Status:	Agenda Ready
File created:	11/7/2016	In control:		In control:	Economic Development Corporation
On agenda:	11/17/2016	Final action:		Final action:	
Title:	The Economic Development Corporation Board shall convene into Executive Session pursuant to the Texas Government Code, Section § 551.087:Deliberation of Economic Development Negotiations: Deliberation regarding economic development incentive for retail or commercial business projects seeking to locate or expand within the City of Sachse.				

Consider any action necessary as a result of executive session.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Title

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

Consider any action necessary as a result of executive session.

Background

This agenda item is provided for the Economic Development Corporation Board to meet in executive session to deliberate the offer of a financial incentive to a business prospect, in accordance with Texas Government Code.

Policy Considerations

None.

Budgetary Considerations

None.

Staff Recommendations

Conduct executive session and take any action appropriate.