

CITY COUNCIL OF THE CITY OF SACHSE
JOINT MEETING MINUTES
OCTOBER 26, 2020

The City Council of the City of Sachse held a joint meeting with the Sachse Economic Development Corporation on Monday, October 26, 2020, at 6:30 p.m. via virtual teleconference. Those present were Mayor Mike Felix, Mayor Pro Tem Michelle Howarth, Councilmembers Brett Franks, Paul Watkins, Chance Lindsey, Cullen King, and Jeff Bickerstaff. Sachse EDC CEO Leslyn Blake, EDC President, Spencer Hauenstein, Board Members Tim Shivers, Michael VanBuskirk, Tricia Lindsey, Niloufer Watkins, and Marcia Harris-Daniel. City Manager, Gina Nash; City Secretary, Michelle Lewis Sirianni, and Library Manager, Daniel Laney.

Mayor Felix opened the joint meeting at 6:55 p.m.

President Hauenstein called a quorum of the Sachse EDC at 6:55 p.m.

SACHSE EDC STRATEGIC PLAN: Discuss and consider approving a Vision Statement, Mission Statement, and 24-Month Strategic Plan for the Sachse Economic Development Corporation.

Ms. Blake and the Sachse EDC Board of Directors presented and outlined a 24-Month Strategic Plan, including a new Mission Statement and Vision Statement to the City Council. They outlined measurable goals that include attracting new business opportunities, supporting business retention and expansion, and promoting and developing innovative and competitive projects. They emphasized the extra focus on business retention, revamping the EDC website, a shop local program, a social media plan, as well as researching the viability of an incubator/accelerator.

The City Council discussed various aspects of the plan including business retention and promotion, the use of social media, and brand recognition. They agreed that it is a well thought out plan and like it being measurable. Councilman Bickerstaff noted he would like to see a narrower focus and more specific objectives in goal one.

Councilman Watkins made a motion to approve a Vision Statement, Mission Statement, and 24-Month Strategic Plan for the Sachse Economic Development Corporation. Councilman King seconded that motion and the motion was unanimously approved.

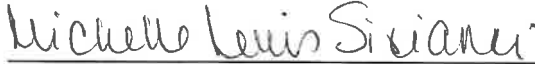
ADJOURNMENT:

Mayor Felix adjourned the workshop at 8:10 p.m.




MIKE J. FELIX, MAYOR

ATTEST:


Michelle Lewis Sirianni, City Secretary