
MINUTES OF THE JOINT MEETING OF THE BOARDS OF THE
SACHSE ECONOMIC DEVELOPMENT CORPORATION and SACHSE CHAMBER OF COMMERCE
Wednesday, October 12, 2012 – 6:00 P.M.
Sachse City Hall - 3815 Sachse Road Building 'B'
Sachse, Texas

1) At 6:06pm Kenneth Thomas, President of the Sachse Economic Development Corporation called the meeting to order.

2) Mr. Patterson led the group in prayer and Mr. Dumois led in the Pledges to the flags.

12-1141 Consider approval of the Minutes of the joint meeting of the Sachse Economic Development Corporation and Sachse Chamber of Commerce for the joint meeting of July 11, 2012.

Mr. Patterson made a motion to approve the minutes as submitted. Mr. Dumois seconded and the motion was approved unanimously.

12-1142 Reports and Updates:

a) Tiry Williams, Chairman of the Chamber of Commerce Board

Mr. Williams announced the Chamber of Commerce Fallfest event for Saturday, October 13, 2012 at Heritage Park. He reported on the Men Who Cook event and Men Who Mix at the Swinging D Ranch. He reported that Amy Berry will reduce her role with the Chamber as President. She will continue as special events coordinator and mostly working from home. The Chamber of Commerce is looking for a new president.

b) Kenneth Thomas, President of the Sachse Economic Development Corporation did not have any reports.

d) Carlos Vigil, Sachse Economic Development Corporation, Executive Director.

Mr. Vigil reported the following: McDonald's is open for business; Glen Carr Memory Care Facility has obtained building permits for a residential Alzheimer facility on Ben Davis and Ben Davis; the Kroger canopy and fuel gas pump expansion is underway; a new day-care facility is considering a site on Ranch Road; Monkey Pub & Grill has relocated to the vacant Social Joe's and now named The Brick Tavern.

12-1143 A presentation and discussion by representatives Stables Creative Group, on "Branding".

Mr. Dan Stables and Victor Ornelas presented a branding strategy for Sachse. They talked about how to compile data to determine the Sachse Brand. They highlighted the effects of having a brand to promote and market the City of Sachse. The four phase process was 1 – Articulate the vision, 2 – Brand positioning, 3 – Research and Validation, 4 – Formulating the brand.

There was a short question and answer discussion.

There was no action taken on this item.

12-1144 Consider and take action regarding joint meetings of the Chamber of Commerce and Sachse Economic Development Corporation.

Mr. Thomas stated the joint meetings have been held since 2011 and was asking the question of there being any advantage to the Chamber. Mr. Williams stated they had not had time to meet with Carlos about a couple of items they wanted to list on the agenda. He noted that the Chamber group is getting more stability and understands that the Chamber needs to work with you (SEDC). He stated the time spent on meetings has not paid off but the exchange of ideas has been helpful.

Mr. Patterson addressed the group and spoke on the history of the 3 entities but noted how this has changed for the better. He stated that the relationships have never been stronger. He proposed for Chamber and SEDC staff to meet and report to the Board on a regular basis and if possible for each to attend the other's Board meetings. Mr. Patterson suggested that quarterly meetings be changed to "as called" meetings in the future.

Mr. Thomas stated that the SEDC wants to keep communication open and that the "door is always open."

There was not any action taken on this item.

12-1145

Future agenda items.

There were no items listed.

At 6:48pm Mr. Patterson made a motion to adjourn. Mr. Lensch seconded and the meeting was adjourned.

APPROVED:

Kenneth Thomas, Chairman
Sachse Economic Development Corporation

Tiry Williams, Chairman of the Board of Directors
Sachse Chamber of Commerce

ATTEST:

Carlos D. Vigil, Executive Director