



**DESOTO ECONOMIC DEVELOPMENT CORPORATION  
BOARD MEETING MINUTES  
APRIL 23, 2018**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, April 23, 2018** in the Council Conference Room located in City Hall at the DeSoto Town Center, 211 East Pleasant Run Road, DeSoto Texas 75115.

**Present:** Belinda May, Board President  
Curtis Krohn, Board Vice President  
Bobby Waddle, Board Treasurer  
Perry Holloway, Board Director

**Staff Present:** Joe Newman – Chief Executive Officer  
Cynthia Noble – Administrative Assistant

**Also Present:** Peter G. Smith – Attorney, Nichols, Jackson, Dillard Hager & Smith, LLP  
Letitia Shelton – Director of Finance, City of DeSoto  
Tracy Cormier – Interim Director of Budget, City of DeSoto  
Melissa Adams – Budget Analyst, City of DeSoto  
The Honorable Rachel Proctor - Mayor Pro-Tempore, City of DeSoto, City Council Liaison  
Terry Toomey – Executive Director, Industry HUB, Inc.  
Monte Anderson – Owner, Options Real Estate  
Crystal Owens – Managing Director of Developmental Services, City of DeSoto  
Derrius Montgomery – Vice President of Member Engagement, DeSoto Chamber of Commerce

**Absent:** Stephanie Bowers, Board Secretary  
Laura Terhune – President, DeSoto Chamber of Commerce  
Vanessa Barrios – Research and Business Development Manager

**At 9:01 a.m., Board President Belinda May called the meeting to order and acknowledged the presence of a quorum.**

**A. REGULAR SESSION – CALL TO ORDER**

1. Invocation was given by Board Vice President Curtis Krohn.

**B. CONSENT AGENDA**

1. Minutes and income and expenses:
  - a. Consideration and approval of the March 26, 2018 DeSoto Economic Development Corporation (DEDC) Board Meeting Minutes.

- b. Consideration and approval of the DEDC February 28, 2018 income and expenses.
- c. Consideration and approval to authorize DEDC staff to promote and advertise the upcoming unveiling of the Grow DeSoto Market Place Incubator Project and expending marketing funds up to \$14,395.

**Motion by Board Vice President Curtis Krohn is to approve the consent agenda items as presented. Motion seconded by Board Treasurer Bobby Waddle. Motion approved by Board members Belinda May, Bobby Waddle, and Curtis Krohn. Motion opposed by Perry Holloway.**

### **C. REGULAR AGENDA - NEW BUSINESS**

1. City Council Liaison's update regarding city events, meetings, etc. by the Honorable Rachel Proctor:  
The Honorable Rachel Proctor's update included:
  - a. Early voting begun on Monday, April 23, 2018. The Honorable Rachel Proctor encouraged and urged everyone to vote; especially since, there were charter amendments included on the ballot.
  - b. The City Council will be conducting the DEDC Board Director interviews as an open meeting to be held on Monday, April 23, 2018 at 211 E. Pleasant Run Road in the Council Conference Room at 6:15 p.m. Since it will be an open meeting, everyone will be able to attend. Also, the Honorable Rachel Proctor informed the Board Directors that there were five candidates mentioned in the meeting packets.
2. Grow DeSoto Incubator finish out and financial status report. Presentation by Monte Anderson.
  - a. Mr. Anderson gave the Board Directors an estimated construction budget, as well as, a report on his expenditures to date.
  - b. Mr. Anderson gave the Board a floor plan highlighting the leased spaces, so that the Board Directors were aware of how many spaces remained unleased. Along with his report, he included photographs that showcased the kitchen spaces.
  - c. Mr. Anderson presented a comparison of what he spent to date (an amount of \$554,000); with his initial submission to the City Council (an amount of \$538,000).
  - d. Board President Belinda May pointed out to Mr. Anderson that the initial budget included the venti hoods at \$80,000, but they were not an additional expense. Mr. Anderson explained that the venti hoods costing \$80,000 was part of the "estimated" budget so this amount could differ. If the Board preferred it, he proposes that he could install the venti hoods and return the Green Kitchens instead.
  - e. A demonstration of the Green Kitchen will be conducted for Crystal Owens, Managing Director of Developmental Services, for the City of DeSoto which will be held on Monday, April 23, 2018 starting at 3:00 p.m. at the Incubator. Likewise, everyone interested in this technology was welcomed to join them for the demonstration.
  - f. Because Mr. Anderson was unable to attend the entire Board meeting, the Board agreed to move to the Executive Session, so that Monte could be available to answer any potential questions the Board could have after the discussion of his contract during the Executive Session.

**Agenda Items # 3, 4, and 5 were tabled until after the (D) Executive Session, (E) Reconvened to Open Session, and (F) Action taken as a result of the Executive Session.**

3. DeSoto Chamber of Commerce Update - Laura Terhune, President.

**a. MEMBER SERVICES:**

- i. Good Morning, DeSoto will be the first Tuesday of each month which will be held at the Incubator at 324 E. Beltline Road, DeSoto, TX, 75115 from 8:00 a.m. to 9:00 a.m. for this quarter.
- ii. The Happy Hour Networkers are as follows:
  1. Young Professionals was held on Tuesday, March 27, 2018 at Atkinson Toyota.
- iii. The Ribbon-Cutting Ceremonies are as follows:
  1. Helping Hands for Obesity was held on Tuesday, April 3, 2018 at the Incubator.
  2. Home2Suites was held on Thursday, April 12, 2018 from 5:00 p.m. to 10 p.m. including open house at Home2Suites.

**b. ECONOMIC/ BUSINESS DEVELOPMENT/BREP/SHOP LOCAL:**

- i. DeSoto Living! Festival will be held on Saturday, June 23, 2018, from 10:00 a.m. to 4:00 p.m. at East Middle School. Only 5 vendors have requested refunds
- ii. Best Southwest R.E.D. Luncheon was held on Thursday, March 22, 2018 from 9:00 a.m. to 1:00 p.m. at the Hilton Garden Inn.
- iii. The DeSoto Works! Job Fair was held on Wednesday, April 18, 2018 from 9:00 a.m. to 12:30 p.m. at the Disciple Central Community Church.
- iv. Small Business Workshops/Training/Coaching:
  1. Small Business Week will be held from Monday, April 30, 2018 to Friday, May 4, 2018. The workshops and activities are currently being planned.
- v. The Revolving Loan Fund did not have any applications at this time.

**c. COMMUNITY EVENTS:**

- i. The Annual Reader's Choice Awards Reception was held on Thursday, March 29, 2018 from 6:30 p.m. to 8:30 p.m. at the Town Place Suites.
- ii. Sizzling Summer of Soul (All White Party) time and date will be announced later.

**d. TOURISM ACTIVITIES:**

- i. Print Publication(s):
  1. The 2018 Community Guide's advertising sales have been submitted, and we are finalizing the updated content.
  2. The 2018 Best Southwest Partnership magazine's advertisement has been delivered.
- ii. Reunion / Groups: No new events or groups.
- ii. Advertising Campaigns:
  1. As for digital advertising strategies, Brittani Washington, Marketing Director, DeSoto Chamber of Commerce is attending a Google workshop to maximize our investment and reach.
  2. A Combined Marketing Plan is led by the DeSoto Independent School District with the Chamber of Commerce, the DeSoto Economic Development Corporation, and the City of DeSoto.
    - a. We are working with the City of DeSoto regarding their new Marketing Manager.
    - b. We developed an interim tagline: "Discover the DeSoto Difference."
    - c. We will meet with the APP developer to discuss a potential collaboration.
  3. We are developing strategies, creating messaging, and creating themes for business travel marketing.

**e. FUNDRAISING:**

- i. A “Trip to China” an all-inclusive, 7 night stay, will be from Thursday, October 4, 2018 through Friday, October 12, 2018. The marketing is underway. A question and answer meeting is planned with the tour company.
    - ii. The Chamber of Commerce Foundation is applying to be a 501 (c) (3) tax exempt organization and is working with Terry Toomey, Executive Director of The Industry HUB, to complete the process.
  - f. **FACILITIES / OFFICE OPERATIONS:**
    - i. New Chamber / CVB building: According to Mayor Curtistene McCowan, the construction should begin within a year.
    - ii. Regarding the interim offices, the Chamber of Commerce moved into the Hampton Road Baptist Church Administration Building on Thursday, March 22, 2018.
  - g. Site Visits: Presented by Derrius Montgomery, Vice President of Member Engagement. Mr. Montgomery talked to business owners about their concerns with the Incubator’s opening near them, how they perceived the DeSoto Chamber, and his introduction to them of the SCORE component through The Industry HUB’s with Ms. Terry Toomey.
4. **Financial Status Report.** Presentation by Melissa Adams, Budget Analyst, City of DeSoto. The Financial Status Report included: A General Fund Balance Sheet, Summary of Revenues and Expenditures, and Details of Revenues and Expenditures as of March 31, 2018.
- a. Draft of the 2018 -2019 Budget by Joe Newman, Chief Executive Officer. Joe Newman provided a detailed explanation of each line item on the Draft Budget to be reviewed by the Board Directors and voted on at the next Board meeting.
5. **The Industry HUB’s Activity Summary Report for April 2018.** Presented by Terry Toomey, Executive Director of the Industry HUB. The report was included in the Board packet for review, any concerns, or questions. Since the Incubator was not yet opened, Ms. Toomey has been and will continue to meet in the DeSoto Library with business owners from the Incubator to do mentoring. Ms. Toomey explained that some of the businesses need additional help. For example, some businesses do not have a business plan. They need to create an online presence, and understand the basics such as obtaining a Tax ID. In her workshops and mentoring sessions, she will focus on topics like how to source and price the products, and how to run a business properly once everything is set up. Also, she will focus on starting entrepreneurial-ship programs within the high school’s curriculum.

**Board President Belinda May called the Board into Executive Session for item D (1) only at 9:18 a.m.**

#### **D. EXECUTIVE SESSION**

##### **Texas Government Code, Section 551.087: Economic Development Deliberation:**

- 1. Grow DeSoto Incubator Project: Second Amendment to the Lease Agreement between Dilbeck Court, Inc. and DeSoto Economic Development Corporation with a finish – out date of March 1, 2018.

##### **Texas Government Code Section 551.074: Personnel:**

- 2. Updates and discussion of any potential litigation.

**The Executive Session for Item D-2 was not conducted.**

#### **E. RECONVENE INTO OPEN SESSION**

**The Board reconvened into open session at 10:29 a.m.**

#### **F. ACTION AS A RESULT OF EXECUTIVE SESSION**

**No action as a result of the Executive Session.**

Next, the Board Directors asked questions of Monte Anderson regarding the Grow DeSoto Marketplace Incubator project, and his responses were as follows:

- Mr. Anderson explained the differences between the actual budget and the estimated budget; for example: the vent hoods, green kitchens, and plumbing were different.
- Mr. Anderson described the green kitchens in more detail. In answer to their questions, he explained to the Board of Directors that each kitchen will have UL plates.
- Mr. Anderson said he installed the infrastructure to make it easier for the transition from tenant to tenant in the future.
- Chief Andy Rivera, the Executive Chief of Harrah's and Salad Express, will be training the City of DeSoto's staff on all equipment that will be used in the Incubator, on Monday, April 23, 2018 at 3:00p.m.; he will train the restaurant owners the rest of the day.

**Item #3 was tabled until after item #4 to allow additional time for Laura Terhune, President, DeSoto Chamber of Commerce time to arrive.**

#### **G. BRIEFING BY THE CHIEF EXECUTIVE OFFICER REGARDING THE STATUS OF PENDING DEDC PROJECTS**

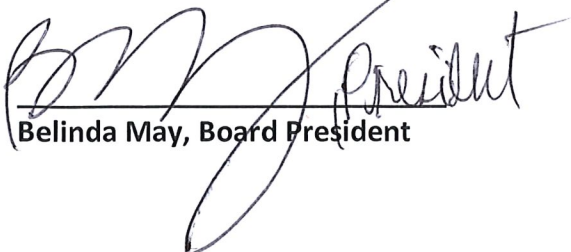
Mr. Joe Newman, CEO announced that the Board Retreat follow up is tentatively set for Monday, June 4, 2018 conducted by Tracye McDaniel, CEO of McDaniel Strategy Ecosystems. Mr. Newman discussed the types of request for proposals, and he explained the elimination of properties process. For example, there could be potential challenges at the property with infrastructure or utilities making it difficult to meet a company's need. Also, Mr. Newman discussed his visit with the owners of TEN 50 BBQ who may be interested in opening a restaurant in DeSoto. The DeSoto Works! Job Fair attendance results are coming in; however, the attendance is not as great as last year. Terry Toomey, Executive Director of The Industry HUB reported that the low attendance may be due to the employer's job type and the job seekers job type not actually matching; therefore, the applicants do not meet the expectations of the vendors and vice versa. Mr. Newman suggested that possibly changing the time of the Job Fair should be considered for the people who are currently employed. Furthermore, the Honorable Rachel Proctor pointed out that changing the time of the Job Fair would help those who are underemployed. She explained that while DeSoto has a relatively low unemployment rate, the rate of underemployment is more prevalent. Mr. Newman assured the Board that Vanessa Barrios, DEDC's Research and Business Development Manager, will be following up on the Job Fair's impact during the scheduled follow up meeting.

#### **H. BOARD ANNOUNCEMENTS**

No Announcements

#### **I. ADJOURNMENT**

**With no further business to discuss Board President Belinda May adjourned the meeting at 11:02 a.m.**



Belinda May, Board President



Curtis Krohn, Board Vice President