



**DESOTO ECONOMIC DEVELOPMENT CORPORATION  
BOARD MEETING MINUTES  
AUGUST 27, 2018**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, August 27, 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  
Michelle Jordan, Board Director

**Staff Present:** Joe Newman – Chief Executive Officer  
Vanessa Barrios – Research and Business Development Manager  
Cynthia Noble – Administrative Assistant

**Also Present:** Pete Smith – Attorney, Nichols, Jackson, Dillard Hager & Smith, LLP  
Laura Terhune – President, DeSoto Chamber of Commerce  
Melissa Adams – Budget Analyst, City of DeSoto  
Patricia Davis – Executive Dean, Office of Advancement, Cedar Valley College  
Dr. Joseph Seabrooks – President, Cedar Valley College  
Shmara Punch – Director of Member Relations, DeSoto Chamber of Commerce  
Tracie Hlavinka – Assistant City Manager, City of DeSoto  
Mayor Curtistine McCowwan, Mayor, City of DeSoto  
Letitia Shelton – Director of Finance, City of DeSoto  
Tracy Cormier – Director of Budget, City of DeSoto  
Monte Anderson – Owner, Options Real Estate  
The Honorable Rachel Proctor – Mayor Pro-Tempore, City of DeSoto, City Council Liaison

**Absent:** Terry Toomey – Executive Director, The Industry HUB

**At 9:09 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 July 23, 2018 DeSoto Economic Development Corporation (DEDC) Board Meeting Minutes.
  - b. Consideration and approval of the DEDC June 30, 2018 income and expenses.
  - c. Consideration and approval to utilize Ko-Ko Owirodu Designs to market and promote the Grow DeSoto Marketplace Fashion Show and Grand Opening in the amount of \$3,600 which was included as part of the \$14,395 already budgeted and authorized by the Board of Directors last month.
  - d. Consideration and approval of sponsorship to Texas Economic Development Councils Annual Conference to be held from October 17, 2018 to October 18, 2018 at the Renaissance Hotel in downtown Fort Worth.
  - e. Consideration and approval of extending the Agreement for Professional Services between The Industry HUB (Ms. Terry Toomey) and the DEDC for the upcoming fiscal year ending September 30, 2019.

**Motion by Board Treasurer Bobby Waddle to approve the consent agenda items as presented.**

**Motion seconded by Board Director Perry Holloway. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, Perry Holloway, and Michelle Jordan.**

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

1. City Council Liaison's update regarding city events, meetings, etc. by the Honorable Rachel Proctor.

**Item # 1 -5 were tabled until after item # 6.**

The Honorable Rachel Proctor's update included:

- a. The DeSoto City Council received a letter of resignation for Councilman Virgil Helm last week. The City Council very quickly launched an opportunity for individuals to file for that seat. This seat will be voted on during the November 6, 2018 election. The filing date started on August 1, 2018 and ended on August 3, 2018. Four individuals filed for this seat. Also, all of the City Councilmembers are praying for Councilman Helm in his efforts to recover.
  - b. The City Council is looking at having a second public hearing at the City Council Meeting to be held on September 4, 2018 at 7:00 p.m. for the proposed tax rate. The proposed tax rate is .7213. It was a significant reduction than the previous fiscal year's tax rate of .7399. Everyone is welcome to attend if they want to express their opinions or concerns.
2. Grow DeSoto Incubator finish out and financial status report. Presentation by Monte Anderson.
    - a. Mr. Monte Anderson explained the most recent Incubator tenant occupancy map to the Board of Directors. He emphasized that it is approaching full capacity.
    - b. Mr. Anderson mentioned that the dance studio will be built out after the fashion show.
    - c. Mr. Anderson discussed with the Board Directors status of the pending contracts with the dance studio and one of the restaurants that has been unresponsive to inquiries.

- d. Mr. Anderson said they are leasing out more offices now, and they have completed many of their finish-outs. For example, the finish-out of the eyelash studio is almost complete.
- e. Mr. Joe Newman, Chief Executive Officer discussed with the board the Incubator financial report presented by Mr. Anderson. Mr. Newman discussed whether the management of the payment of the utilities and rent collection will be done by Options Real Estate or the DEDC as contracted or whether it should change to DEDC only for accounting purposes.
- f. Mr. Anderson, Mr. Newman, and Mr. Tracy Cormier, Director of Budget, City of DeSoto, discussed meeting together to determine the needed accounting requirements to accurately reflect the budget. Mr. Anderson said he would have his accountant Mr. Rick Keeler attend the meeting as well.

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

**a. MEMBER SERVICES:**

- i. Good Morning DeSoto will be the first Tuesday of each month. It will be held at the Grow DeSoto Marketplace Incubator located at 324 E. Beltline Road, DeSoto, TX, 75115 from 9:30 a.m. to 10:30 a.m. during the month of August and 8:00 a.m. to 9:00 a.m. during the month of September.
- ii. Recent or Upcoming Ribbon-Cutting Ceremonies are as follows:
  - a. The Grand Opening and relaunch of NV Kids Academy was held on August 6, 2018
  - b. The Ribbon Cutting of PC Home Health Care was held on August 7, 2018
  - c. The Ribbon Cutting for Mother's Basket Catering was held on August 10, 2018
- iii. Small Business Workshop: "Healthy Business Stars with Healthy Employees", Sponsored and hosted by Ec Care Health Centers will be held on August 28, 2018.

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

- i. The Best Southwest TGIF Legislative Breakfast series will be held each Friday in August at 7:15 a.m. at the Methodist Charleston Medical Center's first floor atrium.
- ii. The DeSoto Job Fair will be held on Wednesday, September 12, 2018, from 10:00 a.m. to 1:00 p.m. at the Disciple Central Community Church.
- iii. The Taste of DeSoto will be held on Wednesday, September 19, 2018 at 8:00 p.m. in the Bluebonnet and Pecan Rooms at the DeSoto Civic Center.
- iv. The Mayor's Round Table will be held on Thursday, September 13, 2018 from 10:00 a.m. to 11:00 a.m. We have provided contact information for 25-30 Chamber members

**c. COMMUNITY EVENTS (leading, assisting, or promoting):**

- i. DeSoto New Teacher Welcome includes: an expo will be held on Thursday, August 2, 2018 from 8:00 p.m. to 9:30 p.m., and a reception will be held on Tuesday, August 7, 2018.
- ii. DeSoto Independent School District's Back to School Fair was on August 4, 2018.
- iii. DeSoto Arts Live will be held on Saturday, September 29, 2018 at the DeSoto Town Center Plaza and Outdoor Amphitheater from 2:00 p.m. to 10:00 p.m.
- iv. DeSoto Day for Leadership Southwest will be held on Wednesday, October 17, 2018, during the afternoon. However the exact time will be determined at a later date. The itinerary will include: lunch from the Culinary Arts students, then meet at the Incubator for a tour and introductions with Ms. Terry Toomey, Executive Director, The Industry HUB, and Mr. Joe Newman, CEO, DEDC, and end with a visit to City Hall.

**d. TOURISM ACTIVITIES:**

- i. Print Publication(s):

1. The 2018 Community Guide's advertising sales and updated content has been submitted. The metal sculptures were selected for the cover art.
  - ii. Reunion / Groups: There were 120 bags distributed since July 15, 2018.
  - ii. Advertising Campaigns:
    1. We developed and are finalizing a marketing plan for Fiscal Year 2018 -2019.
    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. The planning is postponed until a new Marketing person is hired and school resumes.
    3. We are developing strategies, creating messaging, and creating themes for business travel marketing. We have nothing new to report.
  - e. FUNDRAISING:
    - i. A "Trip to China" an all-inclusive, 9 day, 7 night stay, will be from Thursday, October 4, 2018 through Friday, October 12, 2018. We have 12 attendees.
    - ii. The Chamber of Commerce Foundation resubmitted the application to be a 501 (c) (3) tax exempt organization and is pending.
  - f. FACILITIES / OFFICE OPERATIONS:
    - i. New Chamber / CVB building: Regarding the interim offices, the Chamber of Commerce moved into the Hampton Road Baptist Church Administration Building on Thursday, March 22, 2018. Planning and zoning approved the re-zoning of the property. We received a good loan proposal from Prosperity Bank.
    - ii. Site Visits: Laura Terhune, President, DeSoto Chamber of Commerce, presented some of the concerns of the businesses during the site visits she conducted. Likewise, Shmara Punch, Director of Member Relations expressed some of the concerns of businesses during her site visits and shared concerns regarding their promotional events.
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 July 31, 2018.
  5. The Industry HUB's Activity Summary Report for July 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. Terry Toomey was absent. There was no discussion of the report.
  6. Consideration and action to approve the funding of the HVAC job training program at Cedar Valley College (DCCCD) not to exceed the amount of \$100,000.

**Board Director Michelle Jordan left the meeting at 9:46 a.m.**

**Motion by Board Treasurer Bobby Waddle to table this item until the next Board meeting. Seconded by Board Director Perry Holloway. Motion approved by Board members Curtis Krohn, Bobby Waddle, and Perry Holloway. Motion opposed by Board President Belinda May. Board Director Michelle Jordan was not present for the vote on the motion.**

**D. EXECUTIVE SESSION**

Board President Belinda May tabled the Executive Session until next month since the presentation from Project Upscale was not made available by the presenters for the Board of Directors to review.

**EXECUTIVE SESSION UNDER TEXAS GOVERNMENT CODE:**

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

1. Upscale: Economic Development Agreement between the DeSoto Economic Development Corporation and Project Upscale.

**E. RECONVENE INTO OPEN SESSION**

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

None

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

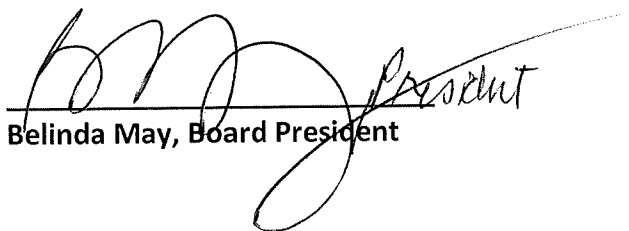
Mr. Joe Newman, CEO of DEDC, mentioned that Project Upscale had some computer issues and they were not able to present to the Board of Directors today. He asked Rachel Procter about any updates regarding the last presentation presented to the City Council regarding the Sports Complex. There was no new information to report. Mr. Newman asked Tracie Hlavinka, Assistant City Manager, about the progress of the Skilled Nursing Facility, which she said should be closing and breaking ground in the next 14 days. Board President Belinda May asked Mr. Newman about his meeting with Representative Elect Carl Sherman, in which he discussed regional economic development initiatives. Mr. Newman explained that Rep.- elect Sherman wants to put together a coalition for a regional economic development plan. Mr. Newman recounted asking him if this idea is duplicating the Best Southwest Partnership. Mr. Newman explained that Rep.- elect Sherman disagreed that it does, since he had different ideas of how economic development should be funded. Mr. Newman said he would keep an open mind and would be open to discussing any ideas with him in the future.

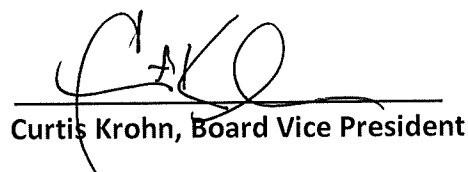
**H. BOARD ANNOUNCEMENTS**

None

**I. ADJOURNMENT**

With no further business to discuss Board President Belinda May adjourned the meeting at 10:50 a.m.

  
Belinda May, Board President

  
Curtis Krohn, Board Vice President