



**DESOTO ECONOMIC DEVELOPMENT CORPORATION
BOARD MEETING MINUTES
FEBRUARY 19, 2018**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, February 19, 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
Stephanie Bowers, Board Secretary
Bobby Waddle, Board Treasurer
Perry Holloway, Board Director

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

Also Present: Peter G. Smith – Attorney, Nichols, Jackson, Dillard Hager & Smith, LLP
Laura Terhune – President, DeSoto Chamber of Commerce
Monte Anderson – Options Real Estate
Tracy Cormier – Manager of Accounting, City of DeSoto
Melissa Adams – Budget Analyst, City of DeSoto
Curtistene McCowan – Mayor, City of DeSoto
Rachel Proctor Mayor Pro-Tempore, City of DeSoto, City Council Liaison
Sandy Respass – Executive Committee, DeSoto Chamber of Commerce
Tarron Richardson – City Manager, City of DeSoto
Dr. Mollie Dorrouth – AIM Center Physician
Dr. Howard Anderson AIM Center Physician
Terry Toomey, Executive Director, Industry HUB, Inc.

Absent: The Honorable Deshaundra Lockhart Jones – Former Councilmember, City of DeSoto, City Council Liaison

At 9:03 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 January 22, 2018 DeSoto Economic Development Corporation (DEDC) Board Meeting Minutes.
 - b. Consideration and approval of the DEDC December 31, 2017 income and expenses.

Motion by Board Vice President Curtis Krohn is to approve all consent agenda items as presented. Motion seconded by Board Treasure Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers, Bobby Waddle, and Perry Holloway.

C. REGULAR AGENDA - NEW BUSINESS

1. City Council Liaison's update regarding city events, meetings, etc. was listed on the agenda as presented by Councilmember Deshaundra Lockhart Jones. However, due to Deshaundra Lockhart Jones's resignation, Mayor Curtistene McCowan updated the Board on the City of DeSoto's activities. Mayor McCowan's announcements encompassed:
 - a. Mayor McCowan announced that effective Thursday, March 1, 2018 the Mayor Pro-Tempore Rachel Proctor will be the new City Council Liaison in place of the Honorable Deshaundra Lockhart Jones.
 - b. Mayor McCowan commended President Belinda May and the DEDC Chief Executive Officer Joe Newman for presenting their quarterly report to the City Council during the February 6, 2018 City Council meeting.
 - c. Mayor McCowan reported that DeSoto had a special election which Nicole Raphiel won by 5 votes. Mrs. Raphiel will be sworn in tomorrow night. The Honorable Deshaundra Lockhart Jones resigned, so she could run for the position held by State Representative Helen Giddings of District 109.
 - d. Mayor McCowan stated that the City Council positions' entry closing was last Friday, February 16, 2018. The City Council candidates are Candice Quarles in place 6 and Kenzie Moore III in place 7. Although the candidates have no opponents and the general election for those positions will be cancelled, there will be a special elections on Saturday, May 5, 2018 for city charter amendments.
 - e. As a result of the special elections held on Saturday, February 3, 2018, to fill the vacancy due to Deshaundra Lockhart resignation Nicole Raphiel was elected to Place 2. The current city council consists of: Mayor Curtistene McCowan is place 1, Virgil Helm is place 2, Nicole Raphiel is place 3, Rachel Proctor is place 4, Dick North is place 5, Candice Quarles is place 6, and Kenzie Moore III is place 7.
2. Grow DeSoto Incubator finish out and financial status report. Presentation by Monte Anderson.
 - a. Mr. Monte Anderson stated as of Friday, February 16, 2018, every restaurant space is taken, and the retail spaces had about 50% occupancy.
 - b. Mr. Anderson elaborated on the enormous diversity of the international cuisine that will be available at the incubator. He explained that there will be an African restaurant, a Tex-Mex restaurant, a potato restaurant, various types of bakeries, a soul food restaurant, and a vegan restaurant inside the building. Also there will be food trucks outside containing snow cones, barbeque, Cajun cuisine, another soul food, and many other types of eateries definitely creating an "International Food Venue".

- c. Mr. Anderson felt that more private, locking small office spaces than co-working spaces seemed to peak a greater interest among the potential tenants he interviewed regarding their need for office accommodations. He explained that he will continue to test the market for the marketability of the co-working space verses the small office space.
- d. Mr. Anderson was encouraging and accepting any feedback regarding the possible entertainment space on the west end of the building where he felt that it needed to be a space that will primarily attract kids.
- e. Mr. Anderson explained that there will be a soft opening on March 1, 2018 where the DeSoto Chamber of Commerce can move into the space allocated for them. He offered explanations to the DEDC Board for the project's delays and the Chamber of Commerce's move in date postponements.
- f. Mr. Anderson informed the DEDC Board that the green kitchen equipment is very expensive and may need to be leased to the restaurant owners in addition to their rent in order to recuperate some of the incurred cost. However, the restaurants may not be able to open in March due to their need to purchase additional kitchen equipment specific to their individual restaurant.
- g. Mr. Anderson stated that this project is unique and continues to gain national attention. There is no other project in the country that is quite like it with this type of creative use of retail space, which offers retail, office space and restaurants combined together in a mixed use space. While there are similar projects out there, it just has not been done to this extent before now.

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

a. Member Services:

- i. The State of the City Luncheon was held on Wednesday, January 24, 2018, from 11:30 a.m. to 1:00 p.m., at the Manderley Event Center. The presenter was Mayor Curtistene McCowan. It had 175 attendees.
- ii. The upcoming Ribbon Cutting Ceremonies are as follows: Keller Williams will be held on Friday, February 23, 2018. Coffey Caesar Real Estate will be held on Wednesday, February 28, 2018. Grate-1 Insulation will be held on Friday March 2, 2018. MDX Broker Logistics will be held on Friday, March 9, 2018.

b. SHOP LOCAL Campaign and Activities:

- i. DeSoto Living! Festival will be held on Saturday, April 7, 2018, from 10:00 a.m. to 4:00 p.m. at East Middle School. As of today, there are 125 vendors pre-registered.

c. Community Events (leading, assisting, and promoting):

- i. First Responders Appreciation Luncheon will be held on Thursday, February 22, 2018 from 11:30 a.m. to 1:00 p.m. at the Methodist Charleston Medical Center.
- ii. A TXDOT Briefing and Luncheon will be held on March 7, 2018 from 11:30 a.m. to 1:00 p.m. at the Magnusson Hotel.
- iii. The Annual Reader's Choice Awards Reception will be held on Thursday, March 29, 2018 from 6:30- 8:30 p.m. at Town Place Suites. Take notice that this is a new date and location.

d. Tourism Activities:

i. Print Publication(s):

- 1. The 2018 Community Guide's advertising sales have been submitted, and we are updating the content.

2. The 2018 Best Southwest Partnership magazine's advertisement sales are completed.
- ii. Reunion / Groups: No new events or groups.
- ii. Advertising Campaigns:
 1. We are implementing the increase of digital advertising strategies.
 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 creating messaging and 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. It will cost \$2,199 for members or \$2499 for non-members of the Chamber of Commerce.
 - ii. The Chamber of Commerce Foundation is applying to be a 501 (c) (3) tax exempt organization and is working with Terry Toomy, Executive Director of The Industry HUB, to complete the process.
- f. Small Business / BREP / Economic Development Activities.
 - i. The Revolving Loan Fund does not have any applications at this time.
 - ii. The Job Fair will be held on Wednesday, April 18, 2018 at the Disciple Central Church. The Job Fair plans are underway. The goal is 75 businesses with more local businesses; we want better follow-up and tracking of success.
 - iii. Small Business Workshops / Training / Coaching.
 1. "Social Media Marketing on a Budget - Branding Your Business" was held on Thursday, February 15, 2018 from 11:30 a.m. to 1:00 p.m. There were 21 attendees.
- g. Facilities / Office Operations:
 - i. Staff Changes: Staff Opening – No staff changes.
 - ii. New Chamber / CVB building – There were no meeting updates since the last report.
 - iii. Regarding the interim offices in the Incubator, the lease will be discussed on Tuesday, January 20 at 1:30 p.m. at the Executive Committee meeting.
- h. Site Visits:
 - i. Laura Terhune, Chamber President and Vanessa Barrios, DEDC Research and Business Development Manager explained how her site visits with Derrius Montgomery, Vice President of Member Engagement, were a joint strategically planned effort. Ms. Barrios reported that the mornings were spent with current Chamber members addressing their specific needs, and the afternoons were spent with businesses that have an interest in returning to DeSoto. Despite the duplication of their resources, Ms. Barrios explained the potential benefits of both the Chamber and the DEDC simultaneously hearing and understanding their concerns.

4. Discussion of the Lease Agreement between the DeSoto Chamber of Commerce and the DeSoto Economic Development Corporation.
 - a. Discussion of the denial letter received from the DeSoto Chamber of Commerce Board Chairman Al Molten regarding the DeSoto Chamber of Commerce committing to a date of February 15, 2018 to determine the execution of the Commercial Lease Agreement between the DeSoto Chamber of Commerce and the DeSoto Economic Development Corporation.
 - b. Mr. Sandy Respass, Executive Committee, DeSoto Chamber of Commerce, discussed with the DEDC Board members the likelihood of the Chamber of Commerce to sign the lease agreement for their allocated space in the incubator. He reported that the Chamber is considering other options for leasing a space since the move-in date has not been definitively established.
5. Financial Status Report. Presentation by Melissa Adams, Budget Analyst, City of DeSoto. The Report included: A General Fund Balance Sheet, Summary of Revenues and Expenditures, and Details of Revenues and Expenditures as of January 31, 2018.
6. Consideration and action to approve the Façade Grant Program that will reimburse 50% of the façade renovation's cost with a cap of \$5,000 per commercial business.
Motion by Board Treasurer Bobby Waddle to approve the Façade Grant Program that will reimburse 50% of the façade renovation's cost with a cap of \$ 5,000 per commercial business with the revisions to the application form to include the undocumented workers provisions required by state law. Motion Seconded by Board Vice President Curtis Krohn. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, Stephanie Bowers, and Perry Holloway.
7. Consideration and action to approve the "Spring Fling" Gala and Incubator Open House budget of up to \$30,000. Board members discussed defining the specific goals of the event and gathering additional expense details before determining a "Spring Fling" and Incubator Open House budget amount.
Board President Belinda May tabled item # 7 until the March 26, 2018 Board meeting. No action.

Board President Belinda May tabled item #4 of the Executive Session (The Annual Performance Evaluation of the DEDC Attorney) until next month.

Board President Belinda called a recess at 10:43 a.m.; the Board reconvened into Executive Session at 10:52 a.m.

D. EXECUTIVE SESSION

Texas Government Code, Section 551.087: Economic Development Deliberation:

1. **Incubator Project:**
 - Commercial Lease between Dilbeck Court, LLC. and DeSoto Economic Development Corporation;
 - Second Amendment to the Lease Agreement between Dilbeck Court, LLC. and the DeSoto Economic Development Corporation with a finish-out date of March 1, 2018.
2. Toronto Project: Economic Development Project Agreement Negotiations.
3. Project Doctor: Economic Development Project Agreement Negotiations.

E. RECONVENE INTO OPEN SESSION

The Board reconvened into open session at 11:44 a.m.

F. ACTION AS A RESULT OF EXECUTIVE SESSION

Motion by Board Vice President Curtis Krohn to authorize the CEO to negotiate and execute an agreement on behalf of the DeSoto Economic Development Corporation with the AIM Center for Health and Wellness, PLLC to provide an incentive in the amount of \$ 100,000 for infrastructure for a medical clinic in DeSoto. Seconded by Board Treasurer Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers, Perry Holloway and Bobby Waddle.

G. BRIEFING BY INTERIM EXECUTIVE OFFICER REGARDING STATUS OF PENDING DEDC PROJECTS

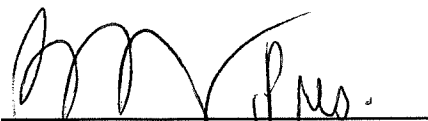
A news release for Joe Newman, DEDC Chief Executive Officer, will be released with quotes from the Board President Belinda May, and Mayor Curtistene McCowan endorsing his new position at the DEDC. Ms. Terry Toomey, Executive Director of The Industry HUB, officially starts Thursday, March 1, 2018, and she will be compensated \$5000 a month for her services. Ms. Toomey will be given the extra desk that DEDC has in the office, and it will be placed in the Chamber of Commerce's office space in the incubator. In addition, she will be able to utilize the retired copier which the DEDC will provide for the incubator space. Joe Newman requested input from the Board on the 2018 – 2019 Annual Budget which will be submitted for approval in September.

H. BOARD ANNOUNCEMENTS

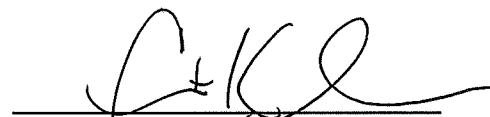
The 20th Annual Boards and Commissions Banquet will be held on Thursday, March 15, 2018 at 6:30 p.m. at the Civic Center. Please RSVP by March 2, 2018. The First Responder's Luncheon will be held on Thursday February 22, 2018 from 11:30 a.m. to 1:00 p.m. at the Methodist Charleston Medical Center. Joe Newman announced his upcoming vacation.

I. ADJOURNMENT

With no further business to discuss Board President Belinda May adjourned the meeting at 11:52 am.



Belinda May, Board President



Curtis Krohn, Board Vice President