



**DESOTO ECONOMIC DEVELOPMENT CORPORATION
BOARD MEETING MINUTES
JANUARY 22, 2018**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, January 22, 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

Staff Present: Joe Newman – Interim 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
Tracie Hlavinka – Assistant City Manager
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
Al Molten – Chairman of the Board, DeSoto Chamber of Commerce
Derrius Montgomery – Vice President of Member Engagement, DeSoto Chamber of Commerce

Absent: Perry Holloway – Board Director
Deshaundra Lockhart Jones – Council Member, City of DeSoto, City Council Liaison

At 9:04 am, Board Vice 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 December 18, 2017 DeSoto Economic Development Corporation (DEDC) Board Meeting Minutes.
 - b. Consideration and approval of the November 30, 2017 income and expenses.

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

C. REGULAR AGENDA - NEW BUSINESS

1. City Council Liaison's update regarding city events, meetings, etc. – Presented by Councilmember Deshaundra Lockhart Jones. Due to Deshaundra Lockhart Jones's absence, Mayor Curtistene McCowan updated the Board on the City of DeSoto's activities. Mayor McCowan's announcements encompassed:
 - a. Mayor McCowan invited everyone to the State of the City Luncheon to be held on Wednesday, January 24, 2018 from 11:30 – 1:00 p.m. at The Manderley Event Center.
 - b. The City Council authorized the City Manager Tarron Richardson to finalize negotiations on (*Aquaponics*) the property at 220 W. Beltline, 314 W. Beltline, 350 W. Beltline, and a plot at 111 1st Street (about 40 acres). Furthermore, she explained that this property is located southwest of W. Beltline and Hampton Rd.; it is approximately one city block to ½ mile on the south side. She emphasized that it is a great location for Economic Development.
 - c. The City Council approved Phase I of the Homestead at Daniieldale Farm located south of Daniieldale Rd. and west of Westmoreland Rd.; it has 103 lots.
 - d. The Action Center Construction will be finished very soon.
 - e. The City Council officially announced that they have appointed former Mayor Bobby Waddle back to the DeSoto Economic Development Corporation Board for another term.
2. Grow DeSoto Incubator finish out and financial status report. Presentation by Monte Anderson.
 - a. Mr. Monte Anderson reported that he had a couple of problems with the sewer. He said that he could not foretell all the potential problems or extent of the problems until the concrete was removed. However, between the plumbers and the city inspectors, the problems were resolved. Therefore, the concrete should be filled in by early next week.
 - b. Mr. Anderson reported that the installation of the suites should begin early next week.
 - c. Mr. Anderson stated the building has been painted and the sign painter will come to paint the logo on the front of the building soon.
 - d. Mr. Anderson explained that an adjustment was made to the financial statements, because the expenses for the trailers outside and the income amount credited to the account were mistakenly included on the invoice.
 - e. Mr. Anderson will be meeting with the Chief Executive officer Joe Newman once a week to discuss the progress of the project.
 - f. Mr. Anderson said the building will be open in the middle of February but incomplete.
 - g. Mr. Anderson addressed the Board Director's concerns regarding the project's delays and gave reasons for the postponements of the completion dates. Mr. Anderson asked the DeSoto Board of Directors for a new completion date of March 1, 2018.
 - h. Board President Belinda May assured him that everyone is on the same team with the goal of completing the project on time, and that the requested completion date will be discussed later within the current agenda.
3. Consideration and action to approve the Agreement for Professional Services between DeSoto Economic Development Corporation and The Industry HUB. Inc.
 - a. The changes to the contract included:

- i. The Chief Executive Officer will receive from The Industry HUB, Inc. weekly written reports with measurable goals.
 - ii. The Board of Directors will receive from The Industry HUB, Inc. monthly written reports with measurable goals.
- b. **Motion by Board Treasurer Bobby Waddle to approve the Agreement for Professional Services between the DeSoto Economic Development Corporation and the Industry HUB, Inc. (Mrs. Terry Toomey) with the included changes. Seconded by Board Vice President Curtis Krohn. Approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers, and Bobby Waddle.**

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

a. Member Services:

- i. The State of the District Luncheon was held on Thursday, December 12, 2017 from 11:30 a.m. to 1:00 p.m. at the Manderley Event Center. The presenter was Dr. David C Harris. It had 95 attendees.
- ii. The State of the City Luncheon will be held on Wednesday, January 24, 2018, from 11:30 a.m. to 1:00 p.m., at the Manderley Event Center. The presenter is Mayor Curtistene McCowan. It has 145 registered; however, 160 is the maximum capacity.
- iii. The upcoming Ribbon Cutting Ceremonies are as follows: Entrust Memory Care Center was held on Thursday, January 18, 2018; A&H Tax Attorneys will be held Friday, January 26, 2018; Cupcake Diva will be held on Wednesday, January 31, 2018; Williamsburg will be held on Thursday, February 1, 2018; MDX Broker will be held on Tuesday February 6, 2018, Heartland Payment will be held on Thursday, February 8, 2018; and F. Beckworth at Edward Jones will be held on Friday, February 2, 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.
 - 1. There were 110 Vendors pre-registered as of Friday, January 19, 2018.
 - 2. After reconfiguring the layout, we created a total of 150 vendor spaces.
 - 3. The Chamber is requesting the DeSoto Economic Development Corporation to sponsor the 'Market Place Zone' again like previous year at \$2500.

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

- i. The Annual Reader's Choice Awards Reception will be held on Thursday, March 22, 2018 from 6:30- 8:30 p.m. at The MINT Foundation.
- ii. 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.

d. 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.

e. Tourism Activities:

i. Print Publication(s):

- 1. The 2018 Community Guide's advertising sales are being completed next week; and we are currently updating the content.
- 2. The 2018 Best Southwest Partnership magazine's advertisement sales are completed. For this publication, it is not necessary to hire an outside graphic

design team, since Brittani Washington our Chamber of Commerce Staff member will do the graphic design.

- ii. Reunion / Groups:
 - 1. The Great Southwest Track and Field Classic will be held from Wednesday, June 7, 2018 until Friday, June 9, 2018 at Lancaster High School.
 - 2. Although this event will be held at Lancaster High School, the overflow may be in other facilities in DeSoto when necessary.
 - 3. In a joint effort, The DeSoto Chamber of Commerce with The Lancaster Chamber of Commerce provided a letter of support for this event.
- ii. Advertising Campaigns:
 - 1. We are implementing the increase of digital advertising strategies.
 - 2. A Combined Marketing Plan is being led by the DeSoto Independent School District with the Chamber of Commerce, the DeSoto Economic Development Corporation, and the City of DeSoto.
 - 3. Also, we are creating messaging and themes for business travel marketing.
- f. Fundraising:
 - i. Brick Sales are on hold in order to manage a under new tax-exempt organization status, but they are now working with the Industry HUB to complete the process.
 - ii. The Chamber of Commerce Foundation is applying to be a 501 (c) (3) tax exempt organization and is working with the Industry HUB to complete the process.
- g. 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 Dallas Community College. The Job Fair is currently awaiting funding approval to finalize the plans.
 - iii. Small Business Workshops / Training / Coaching.
 - 1. "Does Dental Hygiene Affect Your Health?" was cancelled on Tuesday, January 16, 2018, from 11:30 a.m. to 1:00 p.m. due to not enough interest in the workshop.
 - 2. How we market the workshop is crucial to its success; for example, when the sponsor provides lunch it increases attendance.
 - 3. The workshops' goal is for businesses to gain new customers, to streamline and improve the businesses, or to comply with regulations and laws.
 - 4. The Chamber of Commerce is in the process of obtaining feedback from companies for future workshop ideas. Workshop suggestions are welcomed from everyone.
- h. Facilities / Office Operations:
 - i. Staff Changes:
 - 1. Staff Opening – The Chamber of Commerce has hired Mr. Derrius Montgomery, Vice President of Member Engagement.
 - 2. Mr. Derrius Montgomery will be working in collaboration with Ms. Vanessa Barrios, Research and Business Development Manager of the DeSoto Economic Development Corporation. Together they will be going to businesses for member visits which may also develop into retention visits.
 - ii. New Chamber / CVB building – There is no meeting updates since the last report.
 - iii. Site visits to Solar Turbines and DAIB are pending confirmation.

- iv. Regarding the interim offices in the Incubator, the lease is being negotiated by the Facilities Committee Chair and the Facilities Committee meeting is pending.
 1. Mr. Al Molten, Facility Committee Chairman, answered questions and concerns of the Board regarding Chamber Facilities operations with the Lease Agreement between the DeSoto Chamber of Commerce and the Desoto Economic Development.
 2. Board President Belinda May emphasized the need for a commitment from the DeSoto Chamber of Commerce regarding the pending Lease Agreement between the DeSoto Chamber of Commerce and the DeSoto Economic Development Corporation which considered the prepared customization of the space, and the approved and granted financial incentives.
 3. Board Vice President Curtis Krohn suggested a deadline of Thursday, February 15, 2018 regarding the lease agreement. Mr. Molten declined to commit to a deadline without the committee's approval.
 4. Interim Chief Executive Officer Joe Newman and Board President Belinda May requested a tour of the facility after the meeting; so that, the committee and the chairman with the property manager can see the space to determine what information is required to make a decision on the lease at the next scheduled City Council meeting.
5. Consideration and action to approve amending the Professional Service Agreement for Professional Services between the DeSoto Chamber of Commerce and the DeSoto Economic Development Corporation. Vice President Belinda May postponed this agenda item until further notice. Item is tabled until further notice. **No Action.**
6. Consideration and action to approve the sponsorship of the 2nd Annual DeSoto Job Fair for \$3500. Item is tabled until after item # 7.
 - a. The Chief Executive Officer Joe Newman will solicit and follow up with the vendors to gather measureable data this year to determine the impact of the job fair on the community and its benefits to the DEDC's goals in order to determine next year's sponsorship.
 - b. **Motion by Board Secretary Stephanie Bowers to approve the sponsorship of the 2nd Annual DeSoto Job Fair for \$3500. Seconded by Board Vice President Curtis Krohn. Motion approved by Board members Belinda May, Curtis Krohn, and Bobby Waddle.**

Board Director Stephanie Bowers left the room at 10:35 a.m., and she returned at 10:39 a.m.

7. Consideration and action to approve the sponsorship of the 'Market Place' zone at the DeSoto Living! Festival 2018 for \$2500. **Motion by Board Secretary Stephanie Bowers to approve the sponsorship of the 'Market Place' zone at the DeSoto Living! Festival 2018 for \$2500. Seconded by Board Treasurer Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers and Bobby Waddle.**
8. Consideration and action to approve advertising in the 2018 Annual Economic Development Guide published by D Magazine, partnered with the Dallas Regional Chamber, for up to \$9975. **Motion by Board Vice President Curtis Krohn to approve advertising in the 2018 Annual Economic Development Guide published by D Magazine, partnered with the Dallas Regional Chamber, for up to \$9975.**

Seconded by Board Secretary Stephanie Bowers. Motion approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers and Bobby Waddle.

9. **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 December 31, 2017. Melissa Adams answered questions from the Board members regarding an item due to its allocation presented on the report as over budget, and provided clarification regarding an expenditure that was included in the advertising budget.

Board President Belinda calls a break at 10:50 a.m.; the Board reconvenes into Executive Session at 11:34 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;
2. Management Agreement between Options Property Management Inc. and DeSoto Economic Development Corporation.
3. 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.

Texas Government Code Section 551.074: Personnel:

1. **Chief Executive Officer:** Discussion and consideration to employ Joe Newman as Chief Executive Officer of the DeSoto Economic Development Corporation.

E. RECONVENE INTO OPEN SESSION

Board reconvenes into open session at 12:51 p.m.

F. ACTION AS A RESULT OF EXECUTIVE SESSION

Board Secretary Stephanie Bowers left at 12:51 p.m.; and she returned at 12:54 p.m.

1. **Motion by Board Vice President Curtis Krohn to authorize the DeSoto Economic Development Corporation Board President Belinda May to execute an employment agreement with Joe Newman as the DeSoto Economic Development Chief Executive Officer starting on February 1, 2018. Seconded by Board Treasurer Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, and Bobby Waddle.**
2. **Motion by Board President Belinda May for the Interim Chief Executive Officer Joe Newman to execute a Second Amendment to the Lease Agreement between the DeSoto Economic Development Corporation and Dilbeck Court, LLC.: (1) to extend the date for completion of the Tenant Finish-out to March 1, 2018; (2) to provide for a penalty of \$500 per day for every day the Tenant Finish-out is not completed by March 1, 2018; and (3) to provide that the DeSoto Economic Development Corporation Contribution for the Tenant Finish-out and the City of DeSoto Contribution for the Tenant Finish-Out will not be paid until the Tenant Finish-out work is completed. Seconded by Vice**

President Curtis Krohn. Motion approved by Board members Belinda May, Curtis Krohn, and Bobby Waddle.

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

1. Interim Chief Executive Officer Joe Newman confirmed the Board members' upcoming attendance for the State of the City Luncheon on Wednesday, January 24, 2018 from 11:30 to 1:00 at the Manderley Event Center; presented by Mayor Curtistene McCowan. A table was reserved for 8 people that included: 4 Board members, 3 staff, and 1 guest.
2. Interim Chief Executive Officer Joe Newman contacted 7 local banks in order to research the best interest rate for the DeSoto Economic Development financial accounts. Only Inwood Bank replied. However, he concluded that their interest rate was not competitive. He said that he will continue to search and negotiate a better rate. He planned to seek the best rate from regional banks then negotiate with local banks to match that rate.
3. Interim Chief Executive Officer Joe Newman discussed with Board President Belinda May setting a date with Tracy McDaniel for the follow-up to the DeSoto Economic Development Board Retreat.
4. Interim Chief Executive Officer Joe introduced a draft of the business marketing plan he devised for the DeSoto Economic Development Corporation. He requested any feedback from the Board of Directors on this plan. He suggested placing it on the next agenda.
5. Interim Chief Executive Officer Joe Newman discussed offering a Façade Grant which provides grants of up to \$5,000 after the renovations are complete.
6. Interim Chief Executive Officer Joe Newman discussed possibly having a Mega Grant program which is for a \$100,000 building renovation with some façade improvements; which will give up to \$25,000 back to the business as an incentive to get them moving towards making additional improvements.

H. BOARD ANNOUNCEMENTS

Vice President Curtis Krohn made an announcement to that the Gospel Festival will be held in February for a fundraiser at Faith Bible Church.

I. ADJOURNMENT

With no further business to discuss Board Vice President Belinda May adjourned the meeting at 1:08 p.m.



Belinda May, Board Vice President



Curtis Krohn, Board Secretary