



**DESOTO ECONOMIC DEVELOPMENT CORPORATION  
BOARD MEETING MINUTES  
JULY 22, 2019**

The DeSoto Economic Development Corporation (DEDC) Board met at **9:00 a.m. on Monday, July 22, 2019** in the Council Conference Room located in City Hall at the DeSoto Town Center, 211 East Pleasant Run Road, DeSoto Texas 75115.

**Present:** Perry Holloway, Board President  
Curtis Krohn, Board Vice President  
Bobby Waddle, Board Director  
Dr. Delva King, Board Director

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

**Also Present:** Melissa Adams — Accounting Manager, City of DeSoto  
Tracy Cormier — Director of Finance, City of DeSoto  
Rene Johnson — Interim City Manager, City of DeSoto  
Andre` Byrd, Sr. — Councilmember, City Council Liaison, City of DeSoto  
Pete Smith — Attorney, Nichols, Jackson, Dillard, Hager & Smith, LLP  
Terry Toomey — Executive Director, The Industry HUB  
Sam Toerper — Owner, Freehand  
Chief Joseph Costa — Police Chief, City of DeSoto  
Dr. Dinah Marks — Councilmember, City of DeSoto  
Aisha Meeks — Owner, Pit Fitness & Rehab, Owner  
Alwyn Dowell — Owner, Albra Dewyn  
Gregory Peterson — Dynamic DeSoto, Citizen  
Patricia Russell-Harrison — Dynamic DeSoto, Citizen  
Arbin Harrison III — Dynamic DeSoto, Citizen  
Brennen Godden — Dynamic DeSoto, Citizen

**Absent:** Michelle Jordan, Board Secretary/Treasurer  
Mayor Curtistene McCowan — Mayor, City of DeSoto  
Kenneth Govan — Board Chairman Elect, DeSoto Chamber of Commerce  
Isom Cameron — Interim Deputy City Manager, Director of Public Utilities, City of DeSoto  
Monte Anderson — Owner, Options Real Estate

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

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

1. Invocation was given by Curtis Krohn.

**B. CONSENT AGENDA**

1. Minutes and income and expenses:
  - a. Consideration and approval of the June 24, 2019 DEDC Board Meeting Minutes.
  - b. Consideration and approval of the DEDC May 31, 2019 income and expenses.

**Motion by Board Vice President Curtis Krohn to approve the consent agenda items as presented. Motion seconded by Board Director Dr. Delva King. Motion approved by Board members Bobby Waddle, Perry Holloway, and Dr. Delva King. Board Secretary/Treasurer Michelle Jordan was not present for the motion.**

**C. REGULAR AGENDA - NEW BUSINESS**

1. City Council Liaison's update regarding city events, meetings, etc. by councilmember Andre` Byrd, Sr., City Council Liaison.
  - a. Councilmember Andre` Byrd, Sr., City Council Liaison said the action item at the last DEDC meeting regarding the Pegasus Consulting fee of \$2000 for the Hampton Road Redevelopment Project was brought to the Interim City Manager's attention. He explained Renee Johnson, Interim City Manager, clarified it by informing us that it was not originally a part of the previous City Manager's agreement. He said this agreement did not include a full report to the DEDC. He explained it was only for the work they have already done. However, he said the Interim City Manager requested we give Pegasus Consultant more detailed information in the future so that they can give us a more tangible report when we decide to purchase additional reports.
  - b. Councilmember Byrd said the City Council revisited the vision statement at the City Council Retreat. He reported how they were challenged to revisit the vision plan and make sure everything lines up with our goals. He explained they wished to make sure the vision plan is fine tuned. In addition, he said they focused on all of the action items within our strategic plans, such as conducting a feasibility study focusing on the role that Thorntree Country Club can play in our community. He said we want to make sure it remains the jewel of our city. Also, they wish to come up with a program for naming our facilities in the City of DeSoto. He said this is a way to honor our warriors and individuals who have given their lives to the people of DeSoto.
  - c. Board Director Bobby Waddle wants an update on the status of the city's Capital Improvement Program. Specifically, he is concerned about the traffic issues on Cockrell Hill Road resulting from the new subdivision and the Loop 9 placement.

**Board Director Dr. Delva King briefly left the board meeting room at 9:11 a.m. and returned at 9:13 a.m. Then Board Director Dr. Delva King left the board meeting at 9:15 a.m.**

2. Grow DeSoto Market Place Incubator financial status report. Presentation by Monte Anderson, Options Real Estate. Item #2 was skipped since Monte Anderson was not present at the board

meeting. However, the included Grow DeSoto Market Place Incubator financial status report was later referenced during the presentation of item #5.

3. The Industry HUB's Activity Summary Report for May 2019 presented by Ms. Terry Toomey, Executive Director of the Industry HUB.
  - a. Terry Toomey, Executive Director of the Industry HUB, showed the Board of Directors the City Council's Summary that she prepared for the City Council meeting.
  - b. Ms. Toomey said she pointed out their social media efforts; she mentioned they received a large amount of high level press. On her report she listed the NBC's interview with James McGee, Peace Love & Eat, on Good morning America, on interest from The Ellen show, and possibly on the Today Show. She said the Today show will put a link to this interview on their national website.
  - c. Ms. Toomey introduced Aisha Meeks, Owner, The Pit Fitness & Rehab, to present to the Board of Directors. Ms. Meeks thanked the DEDC for the opportunity that they provided. She shared with them her experience at the incubator. She explained when the government shut down how her business was struggling. She said she worked with Terry Toomey on new resources, on new contracts, and on revising her business plan to capitalize on new markets she had not considered.
  - d. Ms. Toomey explained that they meet together every Tuesday at 10:00 a.m. to brainstorm, review result to figure out what is working, what is not working, and to see where additional action is required. She explains that it is this interaction that helps them be successful.
  - e. Ms. Toomey believes the increase in marketing funding is helpful. In conclusion, she said the sales numbers have increased since she has been tracking it by events. Ms. Toomey reported there is some delay with getting the street banner sign to drive traffic to the Grow DeSoto Market Place due to the City of DeSoto's variances.
4. DeSoto Chamber of Commerce Update – Kenneth Govan, Board Chairman Elect, DeSoto Chamber of Commerce. Kenneth Govan was absent from the Board meeting. Board President Perry Holloway discussed a few items from the report in his absence. The report is included in the minutes as follows:
  - a. MEMBER SERVICES:
    - i. Member Networking are as follows:
    - ii. Good Morning DeSoto will be held on Tuesday, August 6, 2019 at 8:00 a.m. at the the Glo by Best Western Hotel, in DeSoto, Texas.
  - b. The Ribbon-Cutting Ceremonies and Ground Breaking Ceremonies were as follows:
    - i. Health Market insurance agency was held on Wednesday, July 10, 2019.
    - ii. Albra Dewyn Emporium will be held on Friday, August 9, 2019.
  - c. New Members
    - i. Casinos R' Us Transportation became a new DeSoto Chamber member.
    - ii. Advanced America became a new DeSoto Chamber member.
  - d. Group Health Insurance is now available to the DeSoto Chamber of Commerce members only.
    - i. Benafix Solutions is meeting with members to provide medical, life, dental, vision, short-term disability and life insurance to DeSoto Chamber of Commerce members as a member benefit.
  - e. ECONOMIC/ BUSINESS DEVELOPMENT/BREP/SHOP LOCAL:

- i. Plans to improve the BREP program for more detail company and industry information to enhance the company's and the DEDC's benefits.
    - f. COMMUNITY EVENTS (leading, assisting, or promoting):
      - i. The Grow DeSoto Small Business Training Classes will be held every Tuesday and Thursday from 7:30 a.m. to 8:30 a.m. at the Grow DeSoto Market Place.
    - g. TOURISM ACTIVITIES:
      - i. Print Publication(s):
        - 1. DeSoto's "Livability" advertisement with the Best Southwest Partnership Magazine is moving forward. We are in the approval phase.
    - h. FUNDRAISING/ BUDGET:
      - i. Foreign Travel:
        - 1. The 2019 foreign travel destination is a Tuscany Trip. For DeSoto Chamber of Commerce members only, the early bird cost of the trip will be \$2799. Three people signed up.
      - ii. Marketing Campaign:
        - 1. We are developing new marketing materials for sponsorships for all of the events for the 2019 -2020 calendar year.
      - iii. We are developing the new website. We are putting on hold for 90 days the transition from the Chamber Master Database based website service to the Chamber Nation service.
      - iv. Top Golf Tournament:
        - 1. The Top Golf Tournament will be held on Thursday, August 29, 2019 from 6:00 p.m. to 9:00 p.m. at Top Golf at 8787 Park Lane, Dallas, TX 75231.
    - i. The items discussed by President Perry Holloway are as follows:
      - i. President Perry Holloway asked Councilmember Andre' Byrd, Sr. III if there are any updates at the DeSoto City Council Retreat regarding the DeSoto Chamber of Commerce. In response, he said the consensus of the DeSoto City Council is to move the DeSoto Convention and Visitors Bureau away from the DeSoto Chamber of Commerce and possibly move it either in house or move it to a separate location. He explained that the City Council wants to support the DeSoto Chamber and they will find a way to support it through sponsorships. He said a taskforce has been appointed to study how the City Council could best support the DeSoto Chamber whether through sponsorship or some other means.
      - ii. Joe Newman, CEO, explained that Kenneth Govan, Board Chairman Elect, was to come up with a plan for conducting the site visits as contracted and present that plan at the next Board meeting.
5. Financial Status Report. Presentation by Ms. Melissa Adams, Accounting Manager, 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 June 30, 2019.
- a. In conclusion, at Board President Perry Holloway's request, Ms. Adams will create a report next month that captures the Grow DeSoto Market Place's Profit and Loss figures separately.
  - b. Ms. Adams announced that there will be a new auditing firm next September.
  - c. Tracey Corimer, Director of Finance, City of DeSoto, discussed the DEDC's purchasing policies and procedures adopted by the DEDC to assure that safeguards are in place for the security of procurement and expense spending.

6. Consideration and action to authorize the DEDC's CEO to negotiate and execute a purchase and sale agreement with the City of DeSoto, Texas, for the resale of City property located at 104 W. Pleasant Run Road to Russell Glen, LLC and/or Assigns for development of a quick service restaurant and to authorize the DEDC's CEO to negotiate and execute a purchase and sale agreement with Russell Glen, LLC and/or assigns, for the resale of City property located at 104 W. Pleasant Run Road to Russell Glen, LLC and / or Assigns for the development of a quick service restaurant.

**Board Vice President Curtis Krohn moved to authorize the DEDC CEO to negotiate and execute a purchase and sale agreement with the City of DeSoto, Texas for the resale of City property located at 104 w. Pleasant Run Road to Russell Glen, LLC and/or Assigns for development of a quick service restaurant and to authorize the DEDC CEO to negotiate and execute a purchase and sale agreement with Russell Glen, LLC and/or assigns for the resale of City property located at 104 W. Pleasant Run Road to Russell Glen, LLC and / or Assigns for the development of a quick service restaurant. Seconded by Board Director Bobby Waddle. Approved by Board members Perry Holloway, Curtis Krohn, and Bobby Waddle.**

7. DeSoto Economic Development Corporation website update by Sam Toeper, Owner, Freehand.
  - a. Vanessa Barrios, Research and Business Development Manager, introduced Sam Toeper, Owner of Freehand.
  - b. Mr. Toeper described the website which is approximately 99 percent finished. He said he built a website that no one else has. He explained that it is completely customized. He showed the different website pages and explained the functions of each page. He talked about the ability of the site as being a great tool for research. It also highlights the community, the family, the vitality of the City, and shows why it is a great place to live in DeSoto.
  - c. Next, Mr. Toeper mentioned that DEDC is working on the site selection portion of the website and the uses of the property map.
  - d. Mr. Toeper showed the Board of Directors the taglines "At the Heart of Business". He mentioned he uses it throughout the entire website.
  - e. Mr. Toeper said that the website should be easily updated by staff on the back end. Ms. Barrios elaborated that for demographic data she can go to ESRI, get the updated data, and add it to the website at any time.
  - f. Mr. Toeper said presently there are at least 40 plus pages on the website. He said he believes it is really important to be able to contact DEDC at any time on any page on the website.
  - g. Finally, Mr. Toeper continued to scroll through the pages so the Board of Directors could have the opportunity to question him and offer their suggestions for any of the pages. Ms. Barrios informed the Board of Directors that they will have access to the site for about two weeks to make changes before it goes live. She explained they are presenting it before the Beta testing because they wanted the Board of Directors recommendations and everyone's suggestions beforehand. One suggestion from the Board of Directors was that they highlight Thorntree Country Club. Mr. Toeper demonstrated how they can highlight anything they wish to focus on.
8. Consideration and action to approve DEDC to enter into to the Data Subscription Agreement with the commercial real estate service company RealMassive, Inc. for 15 months (\$300 per month) in

the amount of \$4,500 to maintain the Geographic Information System (GIS) property tool on the DEDC website.

Motion by Board Director Curt Krohn to approve DEDC to enter into to the Data Subscription Agreement with the commercial real estate service company RealMassive, Inc. for 15 months (\$300 per month) in the amount of \$4,500 to maintain the Geographic Information System (GIS) property tool on the DEDC website. Seconded by Board Director Bobby Waddle.

Approved by Board members Perry Holloway and Bobby Waddle.

Board President Perry Holloway called a 10 minute break at 10:23 a.m.; whereas afterwards the Board reconvened into Executive Session at 10:33 a.m.

**D. EXECUTIVE SESSION**

Texas Government Code, Section 551.087: Economic Development Deliberation.

1. Deliberation and Discussion Regarding the Economic Development Incentives for Project Methodist.
2. Deliberation and Discussion Regarding the Grant Program Application for Geekletes, LLC.
3. Deliberation and Discussion Regarding the Grant Program Application for Sustaita Enterprises, LLC for paving improvements Phase Two.

Board President Perry Holloway Reconvened into Open Session at 12:03 p.m.

**E. RECONVENE INTO OPEN SESSION**

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

Board Director Bobby Waddle moved to authorize the DEDC CEO to negotiate and execute an incentive agreement with Sustaita Enterprises, LLC for the infrastructure grant for Phase Two concrete paving improvements up to 50 percent of the costs not to exceed \$39,175. Seconded by Board Vice President Curtis Krohn. Approved by Board members Perry Holloway, Bobby Waddle, and Curtis Krohn. Board Director Dr. Delva King and Board Treasurer/Secretary Michelle Jordan were not present for the motion.

Board Vice President Curtis Krohn moved to authorize the DEDC CEO to negotiate and execute an incentive agreement with Geekletes ESports & Technology Company for an infrastructure grant for up to 50 percent of the infrastructure costs not to exceed \$ 12,500. Seconded by Board Director Bobby Waddle. Approved by Board members Perry Holloway, Bobby Waddle, and Curtis Krohn. Board Director Dr. Delva King and Board Treasurer/Secretary Michelle Jordan were not present for the motion.

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

- a. Joe Newman, CEO, presented the Board of Directors with the Scorecard. He reported that last Friday, July 19, 2019, he spent all day at the DeSoto City Council meeting, so he only gave


his report to the Board of Directors verbally this month. He pointed out the DeSoto City Council's Retreat will be held on Thursday and Friday of this week where DEDC will spend more time with them to discuss the upcoming budget. He mentioned DEDC was commended by the DeSoto City Council last year for including an additional detailed explanation with the budget. He reminded the Board of Directors that although we set our budget, the DeSoto City Council approves it. He elaborated we take their advice, and they make suggestions. However, by law, they may not dictate the allocation of funds entrusted to us.

- b. Mr. Newman reported, he and Police Chief Joseph Costa, City of DeSoto, spoke at the Meadowbrook Homeowners Association (HOA). Mr. Newman said overall the HOA seemed to be satisfied with what DEDC is doing. He said he did not get any of the anticipated complaints from the residents. He said when he opened up the floor to questions; the HOA members primarily seemed to want to know how they could help.
- c. Mr. Newman said he met with Theda Redwine, Real Estate Faculty, Business and Information Technology Learning Center, North Lake College, who wants to assist the DEDC with the Grow DeSoto Market Place tenants. He explained she wants to help them with any of their questions regarding commercial real estate or business. Mr. Newman said that he will inform Ms. Toomey, Executive Director, The Industry HUB, of her willingness to help in this regard.

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

#### **I. ADJOURNMENT**

With no further business to discuss Board President Perry Holloway adjourned the meeting at 12:09 p.m.



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Perry Holloway, Board President



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Curtis Krohn, Board Vice President