



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

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, July 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
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: Kevin Laughlin – Attorney, Nichols, Jackson, Dillard Hager & Smith, LLP
Laura Terhune – President, DeSoto Chamber of Commerce
Melissa Adams – Budget Analyst, City of DeSoto
Terry Toomey, Executive Director, The Industry HUB
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: Curtis Krohn, Board Vice President

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 Treasurer Bobby Waddle.

B. CONSENT AGENDA

1. Minutes and income and expenses:
 - a. Consideration and approval of the June 25, 2018 DeSoto Economic Development Corporation (DEDC) Board Meeting Minutes.

b. Consideration and approval of the DEDC May 30, 2018 income and expenses.

Motion by Board President Belinda May to approve the consent agenda items as presented.

Motion seconded by Board Treasurer Bobby Waddle. Motion approved by Board members Belinda May, Bobby Waddle, Perry Holloway, and Michelle Jordan.

B. REGULAR AGENDA - NEW BUSINESS

1. City Council Liaison's update regarding city events, meetings, etc. by the Honorable Rachel Proctor.
Item # 1 was tabled until after item # 4 to allow the Honorable Rachel Proctor time to arrive at the Board meeting.

The Honorable Rachel Proctor's update Included:

- a. A project called "All American Park at Beltline Village" by the Cedar Crest Development Company was presented at the City Council meeting last week. This is an attempt at a public/private partnership for a sports and recreation complex containing mixed-use multifamily/retail, office space, medical, hotel and hospitality.
 - b. The Cedar Crest Development is looking to possibly have a 265,000 sq. ft. indoor sports complex as the development anchor, with an 8,000 seat outdoor football/soccer stadium, Olympic size track and field area, about 3 ½ miles of walking bike trails, and an acre park and recreation space with a water feature, about 240 affordable market rate apartments, and 25,000 sq. ft. of retail space. The development is the area on Beltline and Hampton where Aquaponics is behind the fire station.
 - c. The Cedar Crest Development is asking for \$2,200,000 from the City of DeSoto. However, they are able to do the project without the City of DeSoto's \$2,200,000, but they would like it to be a true private/public partnership.
 - d. It will take 5 years to complete the project. It will be done in phases. The Cedar Crest Development is currently talking with AT&T regarding naming rights for the sports complex. They want to complete the sports complex in the first phase.
 - e. The Cedar Crest Development will bring us some additional figures and numbers which we will be talking to them about over the next month.
 - f. The Cedar Crest Development will need to purchase additional property, and some things such as the flood plain will need mitigation.
 - g. Joe Newman added that along with the apartments, there will be a 150 room hotel, and 30,000 sq. ft. of meeting space that will make up the \$242,000,000 project.
 - h. In addition, Board Vice President Belinda May informed the Board of Director that she and Joe Newman presented the 2018-19 Budget and Work Plan to the City Council at the City Council Meeting last week.
2. Grow DeSoto Incubator finish out and financial status report. Presentation by Monte Anderson.
- a. Mr. Monte Anderson said he has about 10 pitches scheduled for today, whereas, four of the pitches are restaurants.
 - b. Mr. Anderson said he is testing the office spaces out to determine what is going to work best. Currently, he has spaces to rent for office space and he is receiving more calls for office space. He pointed out that he was against doing the offices in the beginning but now he is not so sure that it was a bad idea. There are about ten office spaces in the \$350 range, about six in the \$450 range, and four in the \$550-600 range.

- c. The office spaces are near the training room where Ms. Toomey teaches the new and enthusiastic tenants everything they need to know. In addition, he mentioned that the chef will come in once a month to help with the restaurants. He proclaimed that this all works well because of the marketing plans and the combined efforts of all of us.
- d. Mr. Anderson observed that people only seem to get mad when we turn them down. There must be a unanimous vote in order to occupy the space. When screening candidates, he is concerned about retaining tenants who may not have something to do with their hands during the day as they may get bored. He says there is no doubt that this wouldn't work without the unique partnership that we have to assist the small businesses. For examples, we helped them make improvements to their signage, displays, business plans and websites.
- e. Mr. Anderson informed the Board of Directors that all the vent hoods are in.
- f. Ms. Terry Toomey had a tenants meeting to get the tenants to conform to the hours that they committed to be open in their agreement. She also discussed with the tenants whether they wanted to vote to have extended hours to 8:00 p.m. or 9:00 p.m. during the holiday season.
- g. Ms. Toomey mentioned how she wants to drive the traffic into the incubator by establishing a master marketing plan which has marketing based on the event's calendar that they have created. The events will be marketed through avenues of the news media, cross promotional marketing partnerships and social media outlets. She emphasized how there is a need to maintain the open space for community events to provide an entertainment factor to drive traffic to the retail spaces.
- h. Mr. Anderson and Ms. Toomey discussed with the Board of Directors the pitches scheduled for the remaining spaces. Board Director Michelle Jordan emphasized the need for an extensive use of social media for marketing, and suggested that we fill the calendar for the Incubator with back to back events.
- i. Mr. Anderson agreed to give the financial status report to the CEO by the 15th of each month to be discussed during each Board meeting as the Board of Directors requested.

3. Consideration and action to approve adding a \$5,139 plus tax Security System at the Grow DeSoto Marketplace Incubator as requested by the landlord Monte Anderson.

Motion by Board Treasurer Bobby Waddle to approve the \$5139 plus tax Security System at the Grow DeSoto Marketplace Incubator as requested by the landlord Monte Anderson. Seconded by Board President Belinda May. Approved by Board members Belinda May, Bobby Waddle, Perry Holloway, and Michelle Jordan.

4. Consideration and action to approve as requested by Monte Anderson the Grow DeSoto Marketplace Incubator charges for My Support Pad for the amount of \$1,125.

Motion by Board Director Michelle Jordan to approve as requested by Monte Anderson the Grow DeSoto Marketplace Incubator charges for My Support Pad for the amount of \$1,125. Second by Board Treasurer Bobby Waddle. Approved by Board members Belinda May, Bobby Waddle, Perry Holloway, and Michelle Jordan.

Item # 5 was tabled until Item # 1 was discussed.

5. 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 9:00a.m. during the month of September.

- ii. Recent or Upcoming Ribbon-Cutting Ceremonies are as follows:
 - 1. The Groundbreaking of the New Fire Station #2 was held on Thursday, June 28, 2018 at 9:30 a.m. at 207 Parks Drive, DeSoto, TX 75115.
 - 2. The Unique Visions Event Center was held on July 16, 2018 at 12:00p.m.
 - 3. The Sweetsie Bakery was postponed.
- iii. Annual Economic Update was June 28, 2018 in the Bluebonnet Rooms at the Civic Center. Joe Newman, CEO was the presenter. There were 80 in attendance.
- 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 Taste of DeSoto will be Wednesday, September 19, 2018 at 8:00 p.m. in the Bluebonnet and Pecan Rooms at the DeSoto Civic Center.
 - iii. The DeSoto Job Fair, will be held Wednesday, September 12, 2018, from 10:00 a.m. to 1:00 p.m. at the Disciple Central Community Church.
 - iv. The Revolving Loan Fund did not have any applications at this time.
- 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 will be held on August 4, 2018.
 - iii. DeSoto Arts Live will be held on Saturday, September 28, 2018.
- d. TOURISM ACTIVITIES:**
 - i. Print Publication(s):
 - 1. The 2018 Community Guide's advertising sales have been submitted. The updated content has been submitted, and the cover art is being finalized.
 - ii. Reunion / Groups: There were 240 bags distributed in July.
 - 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, 7 night stay, will be from Thursday, October 4, 2018 through Friday, October 12, 2018. We have 12 attendees. The passports are being mailed for the group VISA.
 - ii. The Chamber of Commerce Foundation resubmitted the application to be a 501 (c) (3) tax exempt organization and is working to finalize the bylaws to submit.
 - iii. The Night of Sax was held on July 14, 2018 from 7:30 p.m. to 10:30 p.m. at the Corner Theatre.
- 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. The inspection and appraisal has been completed. We submitted the application for planning and zoning to re-zone it. The loan applications are pending.
 - ii. Regarding staff changes at the DeSoto Chamber of Commerce:
 1. MT Caesar, Membership Consultant, is on medical leave for a broken foot.
 2. Shmara Punch, Events Coordinator and Social Media, will be handling membership in the interim.
 - iii. Site Visits: Laura Terhune, President, DeSoto Chamber of Commerce, presented some of the concerns of the businesses during the site visits conducted by herself and M T Caesar. There will be more site visit once Mr. Cesar submits his final report.
6. 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 June 30, 2018.
 - a. The Auditors Whitney Penn will be here beginning the week of August 13, 2018.
 - b. Melissa Adams, Budget Analysis, explained the items that the auditors have required us to turn into them will be due on Tuesday, July 31, 2018.
 - c. Joe Newman, CEO, reported to the Board of Directors that his presentation last week to the City Council discussed safeguards that were put into place to protect against any fraud or mishandlings such as: every item that above \$1000 has to be approved by the Board of Directors, staff no longer has company credit cards, and we require two signatures on every check payment.
 - d. Board President Belinda May discussed having safeguards for receiving two fraudulent emails last week. Fortunately, she was notified immediately by staff, the Information Technology department was immediately informed for prevention and protection, and a police report was filed.
7. The Industry HUB's Activity Summary Report for June 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.
 - a. Terry Toomey had tenant meetings on complying with restrictions such as not providing outside food or drink as well as complying with the hours of operations stated in their agreements.
 - b. One of the focuses of the tenant's meeting was to get the tenants to think about how they could cross-promote each other.
 - c. Ms. Toomey brought in experts on social media this week. She will start a Grow DeSoto Newsletter, and she desires to create new opportunities to provide cross-promotional communications with the community and the Chamber of Commerce.
 - d. Likewise Ms. Toomey brought in a retail expert to review their businesses and their presentation. She said that she may need to do more intensive counseling with tenants who are doing things that are counterproductive to promoting their business.
 - e. Ms. Toomey will be interceding more to help them create a more positive customer experience. Therefore, her role will be more of a mentor to the tenants.
 - f. Vanessa Barrios, Research and Business Development Manager, pointed out that the tenants are to participate in the Grow DeSoto program or curriculum as part of the requirements of their lease agreement.

- g. Ms. Toomey explained to the Board of Directors that they need to recruit mentors into the area. Unfortunately, mentor's dropped out when they determined they couldn't gain a profit from mentoring the small business. Ms. Toomey emphasized that the mentors must not have a profit motive. The Honorable Rachel Proctor asked that she define the commitment and time involved in mentoring so that mentors would not overextend themselves. Likewise, Board Director Michelle Jordan said we should also have clear guidelines and expectations for the mentee as well as the mentor.

Board President Belinda May called a 5 minute break at 11:28 a.m., whereas, afterwards, she reconvened into regular session at 11:33 a.m.

- 8. Consideration and action to authorize the negotiation and execution of agreements to purchase from the City of DeSoto and to sell to Global Prime Health, LLC. the property described as Lots1-3 in the WTR Professional Park Phase 2 Addition, Commonly known as 105 Barrows Place.
Motion by Board Director Michelle Jordan to authorize the DEDC President or CEO to negotiate and execute agreements to purchase from the City of DeSoto and sell to Global Prime Health, LLC. the property described as Lot 1-3 in the WTR Professional Park Phase 2 addition, commonly known as 105 Barrows Place, subject to a restriction agreement as required by the City of DeSoto, and to sign such other documents, in consultation with DEDC's attorney deem reasonable and necessary with respect to closing these transactions. Seconded by Board Director Perry Holloway. Motion approved by Board Members Belinda May, Bobby Waddle, Michelle Jordan, and Perry Holloway.
- 9. Consideration and approval of the redesign and updating of the DEDC website for an amount up to \$50,000.
 - a. Vanessa Barrios, Research and Business Development Manager, explained to the Board of Directors the reasons why she and Jerry Hicklen, Geographic Information Systems Manager, suggested the Freehand and Ashlar Projects proposal to create the new DEDC website.
 - b. Joe Newman, CEO, explained the funding in the budget for the website. Board members discussed the need for an award winning website that will meet the DEDC's needs.
 - c. Board Director Perry Holloway requested a detail of expenses involved in creating the website from the developer.**Motion by Board Director Perry Holloway to approve the redesign and updating of the DEDC website for an amount up to \$50,000. Seconded by Board Director Michelle Jordan. Motion approved by Board Members Belinda May, Bobby Waddle, Michelle Jordan, and Perry Holloway.**

D. EXECUTIVE SESSION

No Executive Session was scheduled.

E. RECONVENE INTO OPEN SESSION

F. ACTION AS A RESULT OF EXECUTIVE SESSION

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

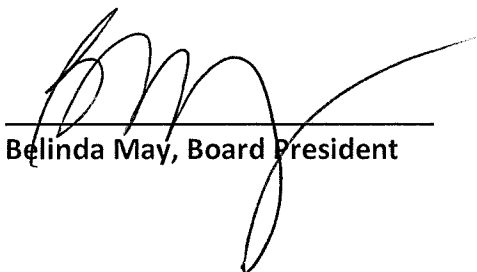
Joe Newman, CEO, gave a copy of his monthly report with weekly meetings that he attended, site visits he conducted, and general office operations of the DEDC staff to the Board of Directors and meeting

attendees for their review. The sports complex slide show will be forwarded to the Board of Directors for their review.

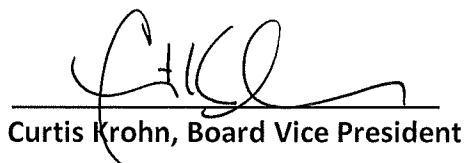
H. BOARD ANNOUNCEMENTS

I. ADJOURNMENT

With no further business to discuss Board President Belinda May adjourned the meeting at 12:01 p.m.



Belinda May, Board President



Curtis Krohn, Board Vice President