



**DESOTO ECONOMIC DEVELOPMENT CORPORATION
BOARD MEETING MINUTES
MARCH 25, 2019**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, March 25, 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 Budget, City of DeSoto
Tracie Hlavinka — Assistant City Manager
Dr. Tarron Richardson — City Manager, City of DeSoto
Leticia Shelton — Deputy City Manager
Kevin Laughlin — Attorney, Nichols, Jackson, Dillard, Hager & Smith, LLP
The Honorable Rachel Proctor — Mayor Pro-Tempore, City of DeSoto, City Council Liaison
Terry Toomey — Executive Director, The Industry HUB
Shmara Punch — Director of Member Relations, DeSoto Chamber of Commerce
Matt Smith — Communications Manager
Monte Anderson — Owner, Options Real Estate
Marikay Dewberry — City Council Mayoral Candidate
Tijuana Johnson — Owner, Bello Bath and Body
Charles Denton — Owner, Chas Fragrances
Jackie Denton — Owner, Chas Fragrances
Nasia Miller — Owner, Nappy and Happy

Absent: Michelle Jordan, Board Secretary/Treasurer

At 9:07 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 Board Vice President Curtis Krohn.

B. CONSENT AGENDA

1. Minutes and income and expenses:

- a. Consideration and approval of the February 25, 2019 DEDC Board Meeting Minutes.
- b. Consideration and approval of the DEDC January 31, 2019 income and expenses.
- c. Consideration and approval to remove all past key executives from the checking account and all certificate of deposit accounts which include Bill Dendy, Michael Hurtt, Randal Livingston, Curtistene McCowan, Luscious Williams, Murphy Cheatham and Perry Holloway, and add Joe Newman, CEO, and/or Perry Holloway, Board President, as the Key Executive with Control of the Entity on all financial Accounts.

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

C. REGULAR AGENDA - NEW BUSINESS

Board President Perry Holloway tabled item 1 until after item 5 since the Honorable Rachel Proctor was not yet present at the meeting.

1. City Council Liaison's update regarding city events, meetings, etc. by the Honorable Rachel Proctor.
 - a. The Honorable Rachel Proctor announced the Veterans Town Hall and Benefits Fair held on Saturday, March 30, 2019 from 10:00 a.m. to 1:00 p.m. at DeSoto City Hall in the DeSoto Town Center at 211 E. Pleasant Run Road, DeSoto Texas, 75115.
 - i. It will host a panel of experts that will include Judge Margret Jones Johnson of the Dallas County Probate court and Mental Illness court, Judge Dominique Collins of the Dallas County Veteran's court.
 - ii. Social workers from the Veterans Administration (VA) will also be present.
 1. They will be assisting veterans who have applied for veteran's benefits and have been denied.
 2. They will be assisting with counseling for veterans who have post-traumatic stress disorder, other mental health conditions, and domestic violence.
 3. They will give information regarding the final arrangement process.
 4. They will assist with many other services available for homeless veterans.
 - b. Hon. Proctor talked about the group of developers with proposed plans with incentives for the Tom Thumb shopping center at the last DeSoto City Council meeting.
 - i. Dr. Tarron Richardson, City Manager, said the revenues from the Albertson's closing were pushed to the Tom Thumb. He said that he met with the owner of the shopping center and the Tom Thumb regarding extending their lease up to five years and providing some incentives to get them to extend up to eight or ten years.
 - ii. Dr. Richardson said it is important to get in front of it, to allow them to remodel the Tom Thumb, and hone the lease agreement.
 - iii. Dr. Richardson explained that we do not want the anchor store to close, because it will negatively affect the quality of the other stores around it.

- iv. Dr. Richardson said the incentives will include the DEDC façade improvement grant as well as other funding by the City of DeSoto to help the stores improve its look to match other stores similar to the ones in other cities.
 - v. Dr. Richardson explained that since we want to get ahead of this, we are also looking at other companies that can be the anchor for that space as a contingency plan as well.
2. Grow DeSoto Incubator finish out and financial status report. Presentation by Monte Anderson, Options Real Estate.
- a. Monte Anderson presented the financial statement from the Grow DeSoto Market Place.
 - b. Mr. Anderson explained the rent from DEDC is not included since the rent is paid from DEDC funds and not from the Grow DeSoto Market Place account.
 - c. Mr. Anderson said that currently they are showing a profit; however, he said that more funding toward marketing will alter that.
 - d. Joe Newman, CEO, reported the rent for the DEDC is paid from the DEDC funds, but Mr. Anderson collects the tenants rent.
 - e. Mr. Anderson said that his prevailing issue with the business owners is that they consistently fail to open on time.
3. The Auditor Report to the DEDC Board of Directors. Presentation by Lauren Nelson, CPA. , Senior Auditor, Whitney Penn.
- a. Ms. Nelson presented the Auditor's Report for September 30, 2018 to the DEDC Board of Directors and answered any questions related to it.

Board President Perry Holloway tabled item 4 and 5 until after item 6.

4. DeSoto Chamber of Commerce Update – Dr. Tarron Richardson, City Manager, City of DeSoto.
- a. MEMBER SERVICES:
 - i. Member Networking are as follows:
 - 1. Good Morning DeSoto will be held on Tuesday, April 2, at 8:00 a.m. at the Holiday Inn Express, at 1310 E. Wintergreen, DeSoto, Texas, 75115.
 - ii. The Upcoming Ribbon-Cutting Ceremonies and Ground Breaking Ceremonies are as follows:
 - 1. The Kids @ Heart Pediatrics Ribbon Cutting will be held on Thursday, March 27, 2019 from 12:00 p.m. to 1:00 p.m.
 - 2. The J Cameron House of Linen Ribbon Cutting will be held on Friday, March 25, 2019 from 5:00 p.m. to 6:00 p.m. at the DeSoto Chamber of Commerce building.
 - 3. The Texas Restoration and the Futuristic Services combined Ribbon Cutting will be held on Thursday, April 18, 2019 from 12:00 p.m. to 1:00 p.m. at Texas Restoration in the Industrial Park.
 - iii. Small Business Workshop:
 - 1. The classes with Goldman Sachs that will be held at Dallas County Community College are pending. We are looking at times that do not conflict with the time of the workshops provided at the Grow DeSoto Market Place.

- iv. Group Health Insurance is now available to the DeSoto Chamber of Commerce members only.
 - 1. Benafix Solutions is providing medical, life, dental, vision, short term disability and life insurance. We started promoting this opportunity to all the DeSoto Chamber of Commerce members. This gives a small business the opportunity to become a larger group in order to qualify for more benefits and a more affordable benefits package.
- b. ECONOMIC/ BUSINESS DEVELOPMENT/BREP/SHOP LOCAL:
 - i. The Revolving Loan Program is no longer available.
- c. 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.
 - ii. The DeSoto Works Job Fair 2019 will be held on Wednesday, April 17, 2019 at the Disciple Central Community Church from 2:00 p.m. to 6:00 p.m.
- d. TOURISM ACTIVITIES:
 - i. Print Publication(s):
 - ii. DeSoto's "Livability" advertisement with the BSW Partnership Magazine is being discussed. More details are needed.
 - iii. Reunion / Groups:
 - 1. There were no requests this month.
 - iv. Advertising Campaigns:
 - 1. There were no campaigns at this time.
- e. 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.
 - 2. The Destination Presentation will be held on Tuesday, April 9, 2019 at 11:30 a.m. and at 5:30 p.m.
 - ii. DeSoto Living Festival:
 - 1. The DeSoto Living Festival will be held on Saturday, April 13, 2019 from 10:00 a.m. to 4:00 p.m. at DeSoto East Middle School. We will have alternative planning for inclement weather; we will have the ability to bring the event inside. Some changes have been made this year.
 - iii. Sales Campaign:
 - 1. We are developing new marketing materials for sponsorships for all of the events for this year.
 - 2. All the events from June through December will have the opportunity for sponsors to pre-register for sponsorship packages, since some sponsors prefer to buy sponsorships in a bundle.
 - 3. This will help the DeSoto Chamber of Commerce to secure sponsorships for future events.
 - iv. Top Golf Tournament:
 - 1. Top Golf Tournament will be held on Thursday, June 6, 2019 from 6:00 p.m. to 9:00 p.m. at Top Golf at 8787 Park Lane, Dallas, TX 75231
 - v. Monthly Payment Options:
 - 1. The DeSoto Chamber of Commerce will be accepting monthly payments from small businesses to make memberships more affordable.

- f. ADDITIONAL INFORMATION AND SITE VISITS:
- i. Ms. Punch included in the Board Packet the Business Retention Visits Report for the Board of Directors to review. Ms. Punch and Dr. Richardson said it is their goal to have more of the ambassadors in the ambassador program conduct the site visits. Dr. Richardson interjected that the new marketing plan will address how businesses benefit from joining the DeSoto Chamber of Commerce.
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 February 28, 2019. Ms. Adams discussed the updates to the January 31, 2019 Financial Status Report placed in the consent agenda.
6. The Industry HUB's Activity Summary Report for February 2019 presented by Ms. Terry Toomey, Executive Director of the Industry HUB.
- a. Ms. Toomey, Executive Director, The Industry HUB, explained that now with the marketing budget through September finalized, they are using that money to drive events. Then she presented the Board of Directors a list of events. She reported that the Spring Festival will be on Saturday, April 20, 2019 at the Grow DeSoto Market Place. It will have oversized games in the parking lot that will be visible from the street. There will be an Easter egg hunt and a DJ, and we are negotiating a petting zoo. She said she wants to involve the other shops in the complex as well to drive in more traffic.
 - b. Ms. Toomey said that they will have a Mother's Day event in May which will include a Pitch Day. In June there will be other events for Father's day as well.
 - c. Ms. Toomey said she wants to convert the five small offices into co-working space and to have the proceeds go into the marketing budget for the Grow DeSoto Market Place. She suggested to the Board of Directors that the price of the co-working space be \$50 for up to twelve hours of leased office space and \$100 additional for the conference room space.
 - d. Nasia Miller, Owner, Nappy and Happy, from the Grow DeSoto Market Place came to talk about her experience as a tenant, and thanked the DEDC Board for affording her the opportunity to occupy a space to develop her business in the Grow DeSoto Market Place.
7. Consideration and action to approve the sponsorship of the 'Market Place' zone at the DeSoto Living Festival held on April 13, 2019 for \$2500.
8. Consideration and action to approve the sponsorship of the DeSoto Works Spring/Fall Job Fair(s) 2019 for \$3500.

Motion by Board Vice President Curtis Krohn to approve the sponsorship of the Market Place zone at the DeSoto Living Festival for \$2500 and the DeSoto Works Spring/Fall Job Fairs 2019 for \$3500. Seconded by Board Director Bobby Waddle. Approved by Board members Perry Holloway, Dr. Delva King, Bobby Waddle, and Curtis Krohn. Board Secretary/Treasurer Michelle Jordan was absent for the motion.

Board President Perry Holloway called a break at 10:12 a.m., and reconvened at 10:22 a.m. into open session and announced the Executive Session. Afterwards, Board President Perry Holloway called the Board Directors into Executive Session at 10:24 a.m.

D. EXECUTIVE SESSION

Texas Government Code, Section 551.087: Economic Development Deliberation.

- 1. Deliberation and Discussion Regarding the Economic Development Incentive Agreement between Project Housewares and the DeSoto Economic Development Corporation.**
- 2. Deliberation and Discussion Regarding the Economic Development Incentive Agreement between Project Lego TR and the DeSoto Economic Development Corporation.**
- 3. Deliberation and Discussion Regarding the Grant Program Application or Revolving Loan Program Application for Sustaita Enterprises, LLC for paving improvements required by the City of DeSoto.**

Board President Perry Holloway Reconvened into Open Session at 11:07 a.m.

E. RECONVENE INTO OPEN SESSION

F. ACTION AS A RESULT OF EXECUTIVE SESSION

Motion by Board Director Bobby Waddle to authorize Joe Newman, CEO, to negotiate and to execute the reimbursement grant agreement with Sustaita Enterprises, LLC in the amount not to exceed \$37,000 for concrete improvements on the company's property in DeSoto, Texas. Seconded by Curtis Krohn. Approved by Board members Perry Holloway, Dr. Delva King, Bobby Waddle, and Curtis Krohn. Board Secretary/Treasurer Michelle Jordan was absent for the motion.

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

Joe Newman, CEO, discussed his activity report to outline the DEDC office's activities.

Mr. Newman said according to the allocations from the State Comptroller's office, we had a huge decrease in sales tax last month in comparison to a year ago; it was down 11 percent. He said this month it is .11 percent. For the calendar year it is up. He said he reviewed the past in order to see if the increase was due to an audit, but it was due to a decline in sales.

Mr. Newman talked about a company with interest in coming to DeSoto. This new project needs about 500,000 square feet. He said DeSoto is one of two cities that they are considering. He said he had the attorney review the non-disclosure agreement Dr. Tarron Richardson, City Manager and he were required to sign for them.

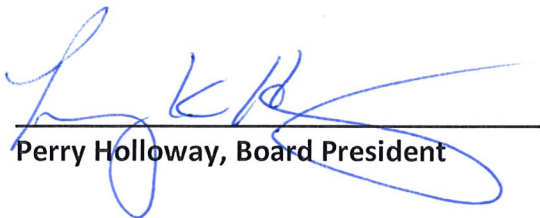
Next, Mr. Newman said a major company working with Dr. Richardson wants to meet out of the country next week. Then, Dr. Richardson began to present to the Board of Directors a map of possible locations and explain the details of the project. During his presentation, Dr. Richardson said the project will generate sales tax from tourism, multifamily, multiuse, medical, manufacturing, and entertainment. He pointed out that the City of DeSoto will have to purchase additional land for the company. He added that he explained to them the uniqueness and the benefits of developing in

DeSoto. He emphasized to the Board of Directors that we will be the first of its kind in the United States. Lastly, he said this is what DeSoto has been looking for; it is an opportunity to diversify our community with new restaurants, tourism and entertainment, as well as an opportunity to develop the Hampton corridor. In conclusion, he elaborated on how it will help the community development as well as the economic development of the city.

H. BOARD ANNOUNCEMENTS

I. ADJOURNMENT

With no further business to discuss Board President Perry Holloway adjourned the meeting at 11:23 a.m.



Perry Holloway, Board President



Curtis Krohn, Board Vice President