



**DESOTO ECONOMIC DEVELOPMENT CORPORATION
BOARD MEETING MINUTES
NOVEMBER 26, 2018**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, November 26, 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
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: Laura Terhune – President, DeSoto Chamber of Commerce
Melissa Adams – Budget Analyst, City of DeSoto
Shmara Punch – Director of Member Relations, DeSoto Chamber of Commerce
Tracy Cormier – Director of Budget, City of DeSoto
Pete Smith – Attorney, Nichols, Jackson, Dillard Hager & Smith, LLP
Mayor Curtistine McCowan, Mayor, City of DeSoto
The Honorable Rachel Proctor – Mayor Pro-Tempore, City of DeSoto, City Council Liaison

Absent: Terry Toomey – Executive Director, The Industry HUB
Monte Anderson – Owner, Options Real Estate

At 9:00 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 October 22, 2018 DeSoto Economic Development Corporation (DEDC) Board Meeting Minutes.
- b. Consideration and approval of the DEDC September 30, 2018 income and expenses.

Motion by Board Vice President Curtis Krohn to approve the consent agenda items as presented.

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

C. REGULAR AGENDA - NEW BUSINESS

1. City Council Liaison's update regarding city events, meetings, etc. by the Honorable Rachel Proctor.
 - a. The Honorable Rachel Proctor reported the City Council swore in a new Council Member Kay Brown-Patrick, Place 2 on Tuesday, November 20, 2018.
 - b. The Honorable Rachel Proctor reported that the City Council gave a small tribute to Former Council member Virgil Helm to thank him for his service. He and Wanda Helm, his wife, were present. She expressed that he looked well, and it was good to see him.
 - c. The Honorable Rachel Proctor reported on the Chattey Road project. She explained that originally the redesign phase started in 2015, but the project was delayed due to acquisitions of private property, private franchises, utility relocations, and some changes in the scope of work. All of the design work is done, and the property acquisitions are complete. However, the utilities relocations are ongoing and are expected to be complete by January 2019. Construction is scheduled to begin February 2019 and will take about a year to complete.
 - d. The Honorable Rachel Proctor reported the construction of a new fuel station at the service station on Westmoreland Road. The current fuel tanks were from the 1970's and not compliant. They will be changing the tanks making the tanks compliant. This renovation will include installing two above ground tanks, fuel pumps, tracking software, and landscaping.
 - e. The DeSoto Town Center will be making changes to renovate the Town Center complex to be updated and compliant with ADA requirements. This design will be a full renovation which will include eight restrooms, lobby doors with metal detectors, staff breakroom with kitchenette, Bluebonnet and Pecan Room kitchenettes, Parks and Recreation and Administration kitchenettes, updating some offices and conference rooms. The construction of Fire Station 2 will be completed in the fall of 2019. The Fire Department will be moving to Fire Station 2 leaving those offices vacant in the Town Center. Therefore, the vacant offices will be renovated to reutilize the space.
 - f. Designed work is being started for Fire Station 3. It was constructed in the 1980's; therefore, it can use some updating. It is still in the design phase, so the construction has not yet begun. Designs will include: 2 additional bathrooms, 2 additional bays for a safe room and a decontamination area, bunker and gear storage, a new HVAC System, new electrical systems, a commercial kitchen, a larger dining and dayroom, improved private sleeping areas, and an air conditioned fitness area.
 - g. The Honorable Rachel Proctor discussed the community call with Joe Newman on November 15, 2018 about the Albertson's Building. She explained that Mr. Newman gave an abundance of information to the Concerned Citizen's group and it went very well.
 - h. The 46th Annual Holiday Parade will be on Thursday, November 29, 2018. It is on a new route this year starting at Westmoreland and Eagle Drive and ending at Zeiger Park from 7:00 p.m. to 9:00 p.m. Street closings will begin at 6:40 p.m.
 - i. In addition, the DeSoto Library is hosting Holly Palooza on Saturday, December 1, 2018 from 12:00 p.m. to 6:00 p.m. There will be pictures with Santa and storytime.

- j. Lastly, the Holiday Lights Decorating Contest will be on December 12, 2018 through December 14, 2018. To determine a winner, each City Council member will select a home from their district. Likewise, Mayor Curtistene McCowan will select the winner of the Business participants.

2. Grow DeSoto Incubator finish out and financial status report. Presentation by Monte Anderson. Monte Anderson was not present for the meeting.

- a. Joe Newman discussed the Pro Forma and the Financial Status Report with the Board of Director's. According to Mr. Anderson's Grow DeSoto Market Place Pro Forma Report, the DEDC will have made \$19,706 by December 2019. The Financial Status Report will be updated to include the rental payments of the DEDC in the profit and loss statement at the next meeting.

3. Joe Newman discussed the potential changes to the management agreement with the Board of Directors. The management amendment was not completed by Monte Anderson in time for the Board meeting.

Board President Belinda May tabled Item #3 until the next meeting.

4. DeSoto Chamber of Commerce Update – Ms. Laura Terhune, President.

a. MEMBER SERVICES:

- i. Member Networking: The Jingle and Mingle will be held on Tuesday, December 11, 2018 from 5:00 p.m. to 6:30 p.m. at Plains Capital Bank.
- ii. Recent Ribbon-Cutting Ceremonies and Ground Breaking Ceremonies are as follows:
 1. Roma's Italian Bistro Ribbon Cutting was held on Tuesday, October 23, 2018 at 11:00 a.m.
 2. DeSoto Transitional Rehab Center Groundbreaking was held on Monday, October 29, 2018 at 2:00 p.m.
 3. Star Transit Ribbon Cutting was held on Tuesday, November 13, 2018 at 11:30 a.m.
- iii. Upcoming Ribbon Cuttings/Groundbreaking Ceremonies are as follows:
 1. Nothing is currently planned.
- iv. Small Business Workshop: We are developing workshop concepts in conjunction with The Industry HUB and Dallas Community College District/Goldman Sachs 10K small Businesses. The details are pending.
- v. Group Health Insurance: We have two options to offer which are:
 1. Option A is Benafix Solutions which is for four plus employees and has a seventy to eighty percent approval rating.
 2. Option B is North Texas Employer Health Plan Cooperative and United Health Care which is for two plus employees.

b. ECONOMIC/ BUSINESS DEVELOPMENT/BREP/SHOP LOCAL:

- i. Small Business Saturday 2018 is to promote local businesses through the holidays. It was held on Friday, November 16, 2018 through November 24, 2018.
- ii. Revolving Loan Program – I met twice with a local business owner.
 1. She is seeking a loan for facility improvements
 2. She met with SBDC to finalize a business plan.
 3. She is gathering financial information.

c. COMMUNITY EVENTS (leading, assisting, or promoting):

- i. Leadership Southwest sponsored DeSoto Day which was held on Wednesday, October 17, 2018.
 - ii. The Grow DeSoto Market Place Grand Opening was held on Saturday, October 20, 2018. The DeSoto Chamber of Commerce supported the Grow DeSoto Market Place Grand Opening Celebration and all of the festivities.
- d. TOURISM ACTIVITIES:
 - i. Print Publication(s):
 - 1. The 2018-2019 Community Guide's delivery is imminent; it shipped on November 8, 2018.
 - ii. Reunion / Groups: There were no requests this month.
 - iii. Advertising Campaigns:
 - 1. Digital marketing plan includes ads placed on Facebook with targeted marketing as well as utilizing Google Ad words.
 - 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 Tourism Advisory Committee meeting was held on Monday, November 19, 2018 at 2:30 p.m. in the DeSoto Chamber Conference room.
- e. FUNDRAISING:
 - i. The DeSoto Chamber of Commerce is offering a chamber group foreign travel trip to Tuscany Rome, in 2019.
 - ii. The Chamber of Commerce Foundation application to be a 501 (c) (3) tax exempt organization is postponed.
 - iii. The 56th Annual Gala was held on Saturday, November 10, 2018 from 6:00 p.m. to 10:00 p.m. at Edison's. It had a 70's Glam theme.
- 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. City Council approved the purchase of the properties from Hampton Road Baptist Church. The closing is pending.
- g. SITE VISITS:
 - i. Shmara Punch, Director of Member Relations, expressed some of the praises and concerns of businesses during her site visits. Unique Visions, a chamber member, was encouraged by the support from the City of DeSoto. The owner had water issues and a plumber collected the payment but didn't repair anything. The owner reached out to the DEDC and they gave this owner the contact information at the City of DeSoto. As a result, the City of DeSoto had everything repaired at no cost to the owner. The owner was appreciative that the City would help her in this way.
 - ii. Ms. Punch met with the FuBu mobile location to determine their needs. While speaking to them, the property manager gave some suggestions to move along the opening.
 - iii. Ms. Punch met with KayBee Custom Cakes who has also become a DeSoto Chamber of Commerce member. After talking to them, KayBee Custom Cakes was connected with Charlton Methodist Hospital; consequently, they will handle all of their future catering needs.
 - iv. Ms. Punch met with Vanessa Barrios, Research and Business Development Manager, to start the ambassador program. Ms. Barrios is one of the ambassadors in the program.

Also, Ms. Barrios and Ms. Punch decided to set up visits to larger companies that are not yet DeSoto Chamber of Commerce members to determine what would be the best strategy to address these businesses. Ms. Punch had not previously had direct access to businesses such as Cintas and Kohler.

- v. Ms. Punch wants to meet with Topsy Tuesday (previously Fat Tuesday) whose lease ends in two years; after which, they are thinking of leaving DeSoto.
- vi. Ms. Punch also met with the Mayor Curtistene McCowan to discuss things that can be done to help small businesses. She said these businesses are wondering about their position and need that extra support. Also, she wants to make sure everyone stays on the same page when giving needed information to the businesses.

5. 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 October 31, 2018. Ms. Adams discussed the updates to the September 30, 2018 Financial Status Report placed in the consent agenda. Ms. Adams will update the October 31, 2018 Financial Report once it has been reconciled with the Grow DeSoto Market Place expenses and income.
6. The Industry HUB's Activity Summary Report for October 2018 was to be presented by Terry Toomey, Executive Director of the Industry HUB. However, Ms. Toomey was not present at the meeting. The report was included in the Board packet for review, any concerns, or questions.
 - a. Board President Belinda May said that Ms. Toomey was present when the City of Milwaukee came to visit the Grow DeSoto Market Place. Ms. Toomey worked with Vanessa Barrios, Research and Business Development Manager, to get some of the vendors to open early, to make sure their questions were answered and to make sure everything would go smoothly.
 - b. Ms. Barrios said that Ms. Toomey spearheaded Small Business Saturday. She reported there was chocolate with Santa on Saturday and Sunday. Ms. Toomey started the Pop-Up Vendor program. Ms. Barrios explained they had about fourteen vendors there who were not competing with the existing tenants. This allowed us to diversify the pool of vendors and to invite vendors who may not have been approved before to participate as a tenant.
 - c. Board President Belinda May encouraged everyone to visit the Grow DeSoto Market Place again and view the recent changes. She emphasized that you would be pleasantly surprised how it currently presents itself. She noted they have had the opportunity to vastly improve things, and it has been very well maintained.

D. EXECUTIVE SESSION

E. RECONVENE INTO OPEN SESSION

F. ACTION AS A RESULT OF EXECUTIVE SESSION

None

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

1. Joe Newman, CEO and the Honorable Rachel Proctor, Mayor Pro-Temp, participated in a conference call

with the Concerned Citizen group about the closing of the Albertson's grocery store. Mr. Newman said he gave them a timeline of events that informed them of when he became aware of the situation and DEDC's response. First, he met with the Manager at the store, then Mayor Curtistene McCowan, and lastly with the Real Estate Vice President. Then, Mr. Newman reported that the Vice President said he was going to turn it over to the Venture Commercial Real Estate Company. Mr. Newman explained to everyone that unfortunately, until we know how much the lease and the purchase price will be, we cannot market the site.

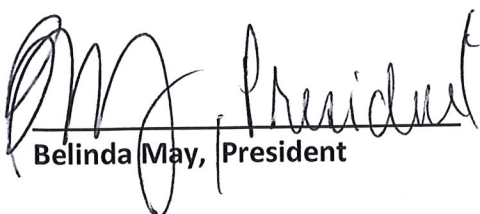
2. Mr. Newman is meeting with the Concerned Citizen's group on Tuesday, November 27, 2018 regarding their concerns about the Albertson's closing, and they will give him their recommendations. While discussing the possibility of another grocery store coming to DeSoto, both Mr. Newman and Mayor McCowan talked about their past attempts to get HEB grocery store to come to DeSoto. Mr. Newman informed them of how he contacted HEB last year regarding property they owned in DeSoto to see if they were considering opening in DeSoto in the near future. Mayor McCowan said that she thinks that it is time to revisit them again.
3. Mr. Newman informed the Board of Directors that the DEDC along with Dr. Tarron Richardson, DeSoto City Manager, will attend the International Conference of Shopping Centers (ICSC) Red River States Conference next month in Fort Worth, Texas. The DEDC will have a booth where we will pitch to businesses asking them to come to DeSoto.
4. Mr. Newman included the Scorecard with his normal CEO's Report, and discussed it with the Board of Directors. Mr. Newman explained that some of the prospects may require amenities that DeSoto does not have such as rail. Those are not listed on the Scorecard. Also not included on this Scorecard, is a lead that Vanessa Barrios, Research and Business Development Manager, received last week from the Dallas Regional Chamber regarding a combination manufacturing distribution company from Michigan that pinpointed a location for their company in DeSoto, Texas.

H. BOARD ANNOUNCEMENTS

The Board meeting for December will be held on Monday, December 17, 2018 at 9:00 a.m. in the Council Conference Room at 211 E. Pleasant Run Road, DeSoto, TX 75115. This meeting will be one week earlier than normally scheduled. Mayor Curtistene McCowan announced that the deadline for the DEDC Board Director applications will be on Friday, December 6, 2018.

I. ADJOURNMENT

With no further business to discuss Board President Belinda May adjourned the meeting at 10:11 a.m.


Belinda May, President


Curtis Krohn, Vice President