



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

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, October 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: 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
Monte Anderson – Owner, Options Real Estate
Terry Toomey – Executive Director, The Industry HUB
The Honorable Rachel Proctor – Mayor Pro-Tempore, City of DeSoto, City Council Liaison

Absent: Pete Smith – Attorney, Nichols, Jackson, Dillard Hager & Smith, LLP
Belinda May, Board President

At 9:08 a.m., Board Vice President Curtis Krohn 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 September 24, 2018 DeSoto Economic Development Corporation (DEDC) Board Meeting Minutes.
- b. Consideration and approval of the DEDC August 31, 2018 income and expenses.

Motion by Board Treasurer Bobby Waddle to approve the consent agenda items as presented. Motion seconded by Board Director Perry Holloway. Motion approved by Board members Curtis Krohn, Bobby Waddle, and Perry Holloway. Board members Belinda May and Michelle Jordan were not present for the motion.

C. REGULAR AGENDA - NEW BUSINESS

- 1. City Council Liaison's update regarding city events, meetings, etc. by the Honorable Rachel Proctor. Board Vice President Curtis Krohn tabled item # 1 until after item # 2 due to the Honorable Rachel Proctor's arrival at 9:12 a.m.
 - a. The Honorable Rachel Proctor expressed her thanks, gratitude and excitement for the Grow DeSoto Market Place Grand Opening. She exclaimed she was excited that many people were generally interested and excited to see the DeSoto Market Place come into our community, and how they were enthusiastic about the opportunity that it presents for our community's entrepreneurs. Also, she felt that it was a success since there was a great deal of positive feedback on social media.
 - b. The Honorable Proctor announced early voting will begin on Monday, October 22, 2018. There is a City Council election on the ballot. The candidates are Ms. Patricia Ledbetter and Ms. Kaye Brown. She recommended that everyone vote early.
 - c. The Honorable Proctor reports that at the last City Council meeting, the City Council authorized Dr. Tarron Richardson, City Manager, to purchase the property at 110 N. Hampton Road. Currently, it is the pool place store near the corner of Beltline and Hampton next to the gas station. In addition, she informs the Board of Directors that only \$1.5 million out of the \$6.4 million of the 2014 Bond has been spent, so not many properties have been purchased so far.

Board Director Michelle Jordan arrived at 9:26 a.m.

- 2. Grow DeSoto Incubator finish out and financial status report. Presentation by Monte Anderson.
 - a. Mr. Anderson explained that due to scheduling conflicts with him going out of town, they were unable to meet to discuss the accounting and the disbursement of the commission payments.
 - b. Mr. Joe Newman, CEO, explained that the 3 percent commission for the leased space is currently being collected upfront instead of on a month to month basis. He explained that the meeting was to discuss the possible modification of the agreement, and to discuss the checks and balances needed for the accounts.
 - c. Mr. Anderson suggested to the Board of Directors that he would make out all the checks, but the DEDC Board of Directors would need to sign the checks before they go out.
 - d. Mr. Tracey Cormier, Director of Budget, said that the DEDC Board of Directors will need all the expenditures and revenue information documented and accessible for the auditors at the time of the audit. He explained that the auditors will need copies of all the invoices and payments as well as the opportunity to visit the Options' office to review their records.
 - e. Mr. Anderson said that the Grow DeSoto Market Place Grand Opening Celebration was a high point where everyone did a great job. However, he explained that there could be a low for everyone in

the aftermath of the grand opening. He emphasized that there needs to be a committee for future marketing ideas, and additional avenues to occupy more time for the retailers who are not manufacturing something in house.

- f. Mr. Anderson was questioned by Mr. Joe Newman about the internet charges shown on the report. Mr. Anderson explained which charges were reoccurring and which were installations for new tenants. Board Director Perry Holloway questioned Mr. Anderson about the new HVAC charges on the current report. Mr. Anderson explained that the HVAC was a one-time charge to repair it.
- g. Mr. Anderson cautioned against the possibility of having a tenant who may be becoming famous early on before they have been trained in all that they need to learn to continue their success.

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

a. MEMBER SERVICES:

- i. Good Morning DeSoto will be the first Tuesday of each month. It will be held at the Manderley from 8:00 a.m. to 9:00 a.m. during the month of November.
- ii. Recent or Upcoming Ribbon-Cutting Ceremonies are as follows:
 - a. The Glow Hotel Grand Opening was held on Thursday, September 20, 2018 at 6:00 p.m.
 - b. The Grow DeSoto Market Place Grand Opening will be held on Saturday, October 20, 2018 from 12:00 p.m. to 4:00 p.m.
 - c. The Ribbon Cutting for Roma's Italian Bistro will be held on Tuesday, October 23, 2018 at 11:00 am.
 - d. The Ribbon Cutting for the Star Transit will be held on Tuesday, November 13, 2018 at the Chamber building.
- iii. 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.
- iv. Group Health Insurance: We have two options to offer which are:
 - 1. Option A is Benafix Solutions which is for 4 plus employees and has a 70-80 percent approval rating.
 - 2. Option B is North Texas Employer Health Plan Cooperative which is for two plus employees and has no health questions.

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

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

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

- i. DeSoto Arts Live was held on Saturday, September 29, 2018 at the DeSoto Town Center Plaza and Outdoor Amphitheater from 2:00 p.m. to 10:00 p.m.
- ii. Leadership Southwest sponsored DeSoto Day which was held on Wednesday, October 17, 2018.

d. TOURISM ACTIVITIES:

- i. Print Publication(s):
 - 1. The 2018-2019 Community Guide's delivery is pending.

- ii. Reunion / Groups: The Turner Family Reunion was September 28, 2018. They had 25 rooms.
 - iii. Advertising Campaigns:
 - 1. Digital marketing plan includes ads placed on facebook with targeted marketing as well as utilizing google search 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. We are planning a meeting with the new Marketing person
 - e. FUNDRAISING:
 - i. The DeSoto Chamber of Commerce is offering a chamber group foreign travel trip to Tuscany Rome, for 2019.
 - ii. The Chamber of Commerce Foundation resubmitted the application to be a 501 (c) (3) tax exempt organization and is pending.
 - iii. The Annual Gala will be on Saturday, November 10, 2018 from 6:00 p.m. to 10:00 p.m. at Edison's. It will have 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 HRBC. The closing is pending.
 - g. SITE VISITS:
 - i. Shmara Punch, Director of Member Relations, expressed some of the concerns of businesses during her site visits. In total she met with 31 businesses this month.
 - ii. Ms. Punch reported Freedom Chevrolet joined the DeSoto Chamber of Commerce this month. Freedom Chevrolet participated in the Taste of DeSoto and said they will participate in the fall festival as well. Also, she met with Unique Visions and K3 Enterprises who also joined the DeSoto Chamber of Commerce recently.
 - iii. Ms. Punch explained that the newest part of the DeSoto Chamber's outreach is to network, connect, and grow. As a result of these efforts, all of these businesses decided to have a combined fall festival.
 - iv. When Ms. Punch met with Glo Hotel, they were concerned that during their grand opening they didn't push the tour as much as possible. As a result, they are currently getting more requests for the event space instead of room reservations.
4. 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 September 30, 2018.
5. The Industry HUB's Activity Summary Report for September 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. Ms. Toomey said we received \$2000.00 from Legacy Texas Bank to cover the large TV and a desktop computer in the conference room of the Grow DeSoto Market Place.
 - b. Also, Ms. Toomey reported that they had a training session with the North Central Texas Regional Certification Agency to show the tenants of the Grow DeSoto Market Place how to get their certification for everything they want, for example: veteran owned, minority own, women

owned etc. The Industry HUB has agreed to pay for \$50.00 of the \$100.00 cost of their first certification.

- c. Ms. Toomey has set up an inventory management training session for the tenants to be held on Monday, November 5, 2018.
- d. Ms. Toomey said this week she is working with a social media person so that we can get all their social media sites linked.
- e. In addition, Ms. Toomey is working with a person who has been asked to develop and create a Roku network, so we can be part of that and leverage it for everyone's benefit.
- f. Likewise, Ms. Toomey explained that she is currently working to get all the small businesses ready to do all aspects of government contracts. They are now working on a small government contract with the City of Dallas called BMZ1823 which creates a pool of approved vendors to work in the City of Dallas. The deadline is November 1, 2018. Currently five tenants have completed their paperwork.
- g. Ms. Toomey has two new mentor volunteers that will be working with the Industry HUB and all of the businesses.
- h. Ms. Toomey is developing the idea of the "football special" where each business in the Grow DeSoto Market Place can include items in the special and one person can pick up all the items together at once.

Board Vice President Curtis Krohn called the Board into Executive Session at 10:15 a.m.

D. EXECUTIVE SESSION

EXECUTIVE SESSION UNDER TEXAS GOVERNMENT CODE:

Texas Government Code, Section 551.074: Personnel Matters:

- 1. **Texas Government Code, Section 551.074 Personnel Matters:** Annual performance review of the DEDC CEO.

Board Vice President Curtis Krohn called the board to reconvene into open session at 11:04 a.m.

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

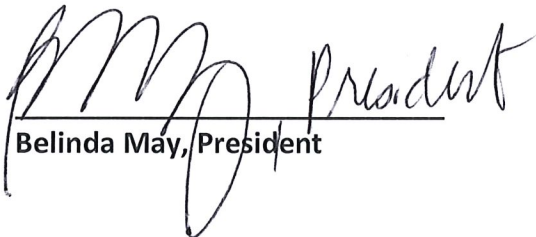
Mr. Joe Newman, CEO, announced that the DeSoto Chamber of Commerce's 56th Annual Gala: "70's Glam" will be held on Saturday, November 10, 2018 at 6:00 p.m. at the Edison's, and he asked the DEDC Board members to confirm their attendance. Mr. Newman explained that the industrial prospect seemed promising that met with the DEDC while he was visiting China earlier this month. Mr. Newman said that he attempted to get the \$65,000 loan back given to Mr. John Gourley and Wintergreen Partners, II LP and Mr. Michael Carter. He sent registered letters, received no response, so he turned it over to the attorney. The sales tax revenue is doing well 12.69 percent for the month and 10 percent for the calendar year.

H. BOARD ANNOUNCEMENTS

Ms. Vanessa Barrios, Research and Business Development Manager, announced the City of Milwaukee will be sending a delegation to the Grow DeSoto Market Place on Monday, November 12, 2018. They will stay at the Glo Hotel, and we have arranged for them to have lunch at the Grow DeSoto Market Place.

I. ADJOURNMENT

With no further business to discuss Board Vice President adjourned the meeting at 11:08 a.m.

 President
Belinda May, President


Curtis Krohn, Vice President