



**DESOTO ECONOMIC DEVELOPMENT CORPORATION  
SPECIAL CALLED MEETING MINUTES  
BOARD RETREAT  
MARCH 22, 2019**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Friday, March 22, 2019** in the DeSoto Heliport located at 150 East Danieldale Road, DeSoto Texas 75115.

**Present:** Perry Holloway, Board President  
Curtis Krohn, Board Vice President  
Michelle Jordan, Board Secretary/Treasurer  
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:** Pete Smith — 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  
Dr. Tarron Richardson — City Manager, City of DeSoto  
Matt McWhorter — Executive Integrated Media Manager, Livability Media  
Sam Toerper – Owner, Freehand

**Absent:** None

**At 9:18 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**

No items

**C. REGULAR AGENDA - NEW BUSINESS**

1. Consideration and action to approve advertising in the Best Southwest publication with the DeSoto Independent School District, the City of DeSoto, and the DeSoto Chamber of Commerce. Presentation by Matt McWorter, Executive Integrated Media Manager, Livability Media.

- a. The Board of Directors discussed the advertisement's design, the other contributing partners' contribution, modes of distribution, and the DeSoto livability website during the presentation with Matt McWorther Executive Integrated Media Manager of Livability Media.
- b. After the Board of Directors critiqued last year's advertisement design layout, they agreed to have Joe Newman, CEO, be the main point of contact to work closely with Mr. McWorther to improve this year's design layout.
- c. Board Director Dr. Delva King said she would like to be involved in the editing of the advertisement's design.

**Motion by Board Vice President Curtis Krohn to approve advertising in the Best Southwest publication with the DeSoto Independent School District, the City of DeSoto, and the DeSoto Chamber of Commerce in the amount of \$5311.25. Seconded by Board Director Dr. Delva King. Motion approved by Board members Perry Holloway, Curtis Krohn, Michelle Jordan, Bobby Waddle and Dr. Delva King.**

**Board President Perry Holloway moved to item 6.**

- 2. Distribute and discuss the "Board Members' Responsibilities" material.
  - a. Joe Newman, CEO, presented a description of what board member responsibilities are to the Board of Directors for them to discuss.

**Board President Perry Holloway moved to item 5.**

- 3. Roundtable discussion by each Board Director and what strengths they bring to the Board of Directors.
  - a. Each Board member introduced themselves to the group and discussed their experience, expertise, and strengths that each one brings to the group.

**Board President Perry called a break at 11:55 a.m. for lunch and reconvened at 12:12 p.m.**

- 4. Open Meetings/Open Records training presented by attorney Pete Smith, Attorney, Nichols, Jackson, Hager, and Smith, LLP.
  - a. Mr. Smith provided a training session for the Board of Directors on the Open meeting/Open records requirements and answered all related questions from the Board of Directors.
- 5. Solicitation, consideration, and action to approve ideas for marketing the Grow DeSoto Market Place (Incubator).
  - a. Consideration and action to approve amending the Marketing Budget presented by Ms. Toomey, Executive Director, The Industry HUB.
    - i. Terry Toomey, Executive Director, The Industry HUB, said she is in a testing phase, but her reports show that the business owners' sales are driven by events.
    - ii. Ms. Toomey said they will have different events on different days to increase the traffic and the impressions to the Grow DeSoto Market Place website and Facebook page. She presented the statistics from each day of the website and showed what is driving the statistics.

- iii. Ms. Toomey discussed the statistical increase in sales based on the events and host engagements. She attributed much of the increase to the inclusion of Brandon Moore, Social Media Consultant, who is managing the event marketing on the Grow DeSoto Market Place website and the other social media platforms. She also attributes the increase to the individual videos that he has produced.
- iv. Ms. Toomey explained that they need Dailia Thomas, Public Relations and Media Consultant, to create public relations opportunities such as the influencer “Sip and Shop”. She said the many of the residents of DeSoto are still unaware of its existence even after the past media efforts.

**Motion by Board Treasurer Michelle Jordan to approve the increase to the Grow DeSoto Market Place budget to be used for marketing the Grow DeSoto Market Place (Incubator) as presented by Terry Toomey, Executive Director, The Industry HUB, for seven months at \$4,379.90 per month, and to authorize Joe Newman, CEO, to take the necessary action to accomplish it. Seconded by Board Director Dr. Delva King. Approved by Board members Perry Holloway, Curtis Krohn, Michelle Jordan, Delva King and Bobby Waddle.**

**Board President Perry Holloway called a 5 minute break at 11:00 a.m.; whereas afterwards, he reconvened at 11:12 am and moved to item 3.**

- 6. The New DEDC website update and proposed timeline presented by Vanessa Barrios, Research and Business Development Manager.
  - a. Ms. Barrios introduced Sam Toerper, Owner, Freehand, to present on how the new website will look and function. He discussed how the new website will be both friendly and desktop friendly. He said the new website’s structure will include doorways that will easily show viewers first the items that are most important to them.
  - b. Ms. Barrios discussed how the new website incorporates the rebranding that she has been developing and the possibility of adopting a new tagline that is not the same as but complements the City of DeSoto’s tagline.
  - c. Ms. Barrios explained that the new website will have additional features such as interactive maps and video testimonials.
  - d. Ms. Barrios said that the beta testing for the website will utilize information she acquired directly from realtors in the area, so that she can incorporate what would interest them the most into the website.
  - e. Ms. Barrios said that the new website will be completed by June 1, 2019.

**Board President Perry Holloway moved to item number 2.**

- 7. Consideration and action to approve moving the DEDC offices to the current DeSoto Chamber of Commerce building located at 304 N. Hampton Road, DeSoto, Texas or the DeSoto Heliport building located at 150 E. Daniieldale Road, DeSoto, Texas.
  - a. Dr. Richardson, City Manager, discussed the benefits to the City of DeSoto’s offices by allowing it to better prepare for expansion and existing space issues. Also, he mentioned that by moving to the Chamber of Commerce building the DEDC offices would have a better working proximity to the Chamber of Commerce offices. This would allow for ease of communication between the two on many of their joint projects.

- b. Dr. Richardson informed the Board of Directors that there will be renovations to the building to make it more usable and American Disability Act (ADA) compliant. He said that moving would not be immediate, and that it would need to be approved by the City Council before any action could be taken.

**No action.**

- 8. Consideration and approval of amending the DEDC procurement policies and procedures.

**Motion by Board Vice President Board Curtis Krohn to approve the DEDC procurement policies and procedures update to be the same as the City of DeSoto procurement policies and procedures. Seconded by Board Treasurer Michelle Jordan. Approved by Board members Bobby Waddle, Dr. Delva King, Perry Holloway, Michelle Jordan, and Curtis Krohn.**

**Board President Perry called a break at 1:17 a.m. and reconvened at 1:41 p.m.**

- 9. Consideration and approval of the 2019 DEDC strategic Plan updates.
  - a. Joe Newman, CEO, started to explain some of the Strategic Plan 2019 changes. Then he said he did not want them to rush through it, but he wanted them to have enough time to consider everything in it.
  - b. Mr. Newman explained the sales tax changes in the Strategic Plan 2019 (Draft) to the Board of Directors, and he answered any additional questions they had.

**No action.**

**Board President Perry Holloway tabled item 9 and section (D) Executive Session until a future meeting.**

**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.**

**E. RECONVENE INTO OPEN SESSION**

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

**No Action**

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

Joe Newman, CEO, said that DEDC projects are looking good. He explained that one of the larger

projects the DEDC is working on may be a possibility. He read a portion of an email from the prospective company to the Board of Directors on how they have narrowed their selection down to two possible sites and one is in DeSoto. He also, announced that Board President Perry Holloway, Dr. Tarron Richardson, City Manager, and he will be out of the country in Germany from Tuesday, March 26, 2019 until Friday, March 29, 2019 to meet with this prospect.

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

Board Vice President Curtis Krohn discussed having Open Meetings/Open Records training on an annual basis. Joe Newman, CEO, and Pete Smith, Attorney, discussed possibly having a Sales Tax and Abatement Tax training session. Mr. Newman discussed his views on sales tax abatement and how he will testify on sales tax legislation in Austin next month.

#### **I. ADJOURNMENT**

With no further business to discuss Board President Perry Holloway adjourned the meeting at 1:59 p.m.



Perry Holloway, Board President



Curtis Krohn, Board Vice President