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**DESOTO ECONOMIC DEVELOPMENT CORPORATION**

**BOARD MEETING MINUTES**

**September 24, 2018**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, September 24, 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

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:** Pete Smith – Attorney, Nichols, Jackson, Dillard Hager & Smith, LLP

Laura Terhune – President, DeSoto Chamber of Commerce

Melissa Adams – Budget Analyst, City of DeSoto

Patricia Davis – Executive Dean, Office of Advancement, Cedar Valley College

Shmara Punch – Director of Member Relations, DeSoto Chamber of Commerce

Mayor Curtistene McCowan, Mayor, City of DeSoto

Tracy Cormier –Director of Budget, City of DeSoto

Monte Anderson – Owner, Options Real Estate

Terry Toomey – Executive Director, The Industry HUB

**Absent:** The Honorable Rachel Proctor – Mayor Pro-Tempore, City of DeSoto, City Council Liaison

Bobby Waddle, Board Treasurer

**At 9:01 a.m., Board President Belinda May called the meeting to order and acknowledged the presence of a quorum.**

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| 1. **REGULAR SESSION – CALL TO ORDER** |

* 1. Invocation was given by Board Vice President Curtis Krohn.

**B.** **CONSENT AGENDA**

**1.** Minutes and income and expenses:

1. Consideration and approval of the August 27, 2018 DeSoto Economic Development Corporation (DEDC) Board Meeting Minutes.
2. Consideration and approval of the DEDC July 31, 2018 income and expenses.

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

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| **C. REGULAR AGENDA - NEW BUSINESS** |

1. City Council Liaison’s update regarding city events, meetings, etc. by the Honorable Rachel Proctor.

No update was given due to the Honorable Rachel Proctor’s absence from the board meeting.

**Board Director Perry Holloway arrived at 9:05 a.m.**

1. Grow DeSoto Incubator finish out and financial status report. Presentation by Monte Anderson.
   1. Mr. Monte Anderson showed the Board of Director’s the new Incubator tenant occupancy map and acknowledged the financial report in the packet. He talked about the finish-out of the eyelash school that is moving in on the weekend. Also, he mentioned the dance schools finish-out is not complete yet. He explained that the dance concept has a twist to it. It’s clientele will include both children and adults and it will have party atmosphere where friends can dance and have drinks.
   2. Mr. Anderson talked about the tenant’s meetings to discuss customer service, time management, and participation. We had a meeting at 9:00 a.m. and one at 6:00 p.m. to accommodate everyone.
   3. Mr. Anderson reported that we have one restaurant vacant, and four other retail spaces available. The office spaces had only 4-5 occupied but we have many more applications for the office space.
   4. Mr. Anderson discussed the selection process for new tenants which included going online to fill out an application, and the pitch/interview process with an unanimous vote from the panel in order for approval.
   5. Mr. Anderson said that the 11 year old snow cone vender outside is starting to attract attention as the youngest entrepreneur. Also, the onsite photographer is great to use for marketing as well.
   6. Mr. Joe Newman, CEO, DEDC, explained the upfront commissions as it is reported on the financial status report. He talked about how DEDC and Mr. Anderson refunded the deposit and rent on tenants who never occupied the space. In addition, Mr. Anderson explained that in this scenario the commissions would be refunded as well. Mr. Newman suggested to Mr. Anderson to make the 3% commission payments monthly instead of upfront.
   7. Mr. Tracy Cormier, Director of Budgets, City of DeSoto, informed the Board of Director’s that he discussed the details of the project the management of the account with the auditors, and he is awaiting more information from them. He explained that once he receives all of the information to perform accurate recording of the accounts he will consult with Mr. Newman on a resolution. However, he noted that the auditors emphasized that every single transaction needed to be recorded on the general ledger.
   8. Mr. Anderson made suggestions to the Board of Directors on how to manage the checking account and commissions for accounting purposes. However, Board President Belinda May concluded that Mr. Monte Anderson, Mr. Joe Newman, and Mr. Tracy Cormier will meet to set up checks and balances for accounting purposes as well as to establish the necessary account recording procedures.
2. DeSoto Chamber of Commerce Update – Ms. Laura Terhune, President.
   1. MEMBER SERVICES:
      1. 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 October.
      2. Recent or Upcoming Ribbon-Cutting Ceremonies are as follows:
         1. The Ribbon Cutting of PC Home Health Care was held on Tuesday, August 7, 2018.
         2. The Ribbon Cutting for Mother’s Basket Catering was held on Friday, August 10, 2018.
         3. The Ribbon Cutting for the Natural Star Transportation was held on Thursday, September 13, 2018.
         4. The Glow Hotel Grand Opening was held on Thursday, September 20, 2018 at 6:00 p.m.
         5. The Grow DeSoto Marketplace Grand Opening will be held on Saturday, October 20, 2018 from 12:00 p.m. to 4:00 p.m.
      3. 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.
   2. ECONOMIC/ BUSINESS DEVELOPMENT/BREP/SHOP LOCAL:
      1. The DeSoto Job Fair was held on Wednesday, September 12, 2018, from 10:00 a.m. to 1:00 p.m. at the Disciple Central Community Church.
      2. The Taste of DeSoto was held on Wednesday, September 19, 2018 at 8:00 p.m. in the Bluebonnet and Pecan Rooms at the DeSoto Civic Center.
      3. The Mayor’s Round Table was held on Thursday, September 13, 2018 from 10:00 a.m. to 11:00 a.m. We provided contact information for 25-30 Chamber members.
   3. COMMUNITY EVENTS (leading, assisting, or promoting):
      1. The New Superintendent Welcome Reception was held on Saturday, September 8, 2018 at the City Hall Atrium & Chambers.
      2. DeSoto Arts Live will be 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.
      3. Leadership Southwest sponsors DeSoto Day which will be held on Wednesday, October 17, 2018, during the afternoon. However the exact time will be determined at a later date. The itinerary will include: lunch from the Culinary Arts students, then meet at the Incubator for a tour and introductions with Ms. Terry Toomey, Executive Director, The Industry HUB, and Mr. Joe Newman, CEO, DEDC, and end with a visit to City Hall to meet with Mayor Curtistene McCowan and hopefully Dr. Tarron Richardson, City Manager, will participate as well.
   4. TOURISM ACTIVITIES:
      1. Print Publication(s):
         1. The 2018 Community Guide’s advertising sales, updated content, and the cover art has been finalized submitted to the publisher. The Community Guide should be back in by 2 to 3 weeks.
      2. Reunion / Groups: There were 120 bags distributed since July 15, 2018. Recently, we had another group, so we prepared 100 bags scheduled for September 17, 2018. However, they were actually completed on Wednesday, September 19, 2018. Fortunately we were still within the deadline.
      3. 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.
            1. We are planning a meeting with the new Marketing person
         3. We are developing strategies, creating messaging, and creating themes for business travel marketing. We have nothing new to report.
   5. FUNDRASING:
      1. A “Trip to China” an all-inclusive, 9 day, 7 night stay, will be from Thursday, October 4, 2018 through Friday, October 12, 2018. We have one traveler who was diagnosed with cancer; the fees were refunded for this traveler.
      2. The Chamber of Commerce Foundation resubmitted the application to be a 501 (c) (3) tax exempt organization and is pending.
      3. 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. The planning is underway.
   6. FACILITIES / OFFICE OPERATIONS:
      1. 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. Planning and zoning approved the re-zoning all of the properties. We received a good loan proposal from Prosperity Bank. We are also expecting one from Bank of America.
      2. Site Visits: Shmara Punch, Director of Member Relations expressed some of the concerns of businesses during her site visits and shared concerns regarding LSC Communications (a warehouse) and different ways to reduce their turnover rate. She discussed ways to market Peace Love & Eatz such as continuing the momentum created from the Taste of DeSoto, helping them with the planning of their ribbon cutting. Also she mentioned the Grow DeSoto Marketplace Grand Opening Celebration, and other marketing efforts with the Chamber.

1. 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 August 31, 2018. Joe Newman, CEO, informed the board that DEDC is attempting to collect the $65,000 for the promissory note for John Gourley was turned over to Pete to collect on it.
2. The Industry HUB’s Activity Summary Report for August 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.
   1. Ms. Toomey reported the Labor Day promotion was successful as evident by Peace Love and Eatz selling out of food by 2:00 p.m. She reported the Fashion Show didn’t have the turnout we hoped, but the online presence and results was stellar. Although on Saturday we lost power and were unable to broadcast live, we still posted it online with over 400 viewings, so it is still working for us.
   2. Ms. Toomey will be working on the marketing plans with the individual businesses and coordinating with the community so as to not duplicate.
   3. Ms. Toomey will have the North Texas Authority, City of Dallas, and the City of DeSoto to give a combined workshop with information for all of the certifications to perform government contracts for all of the business at once. The Industry HUB, LLC will give a scholarship of $50.00 of the $100.00 to whoever gets their first certification.
   4. Ms. Toomey will be working on other special events during the Holidays to attract more business. Likewise she will be working to improve the audio/visual experience within the incubator as well.
3. Consideration and action to approve the funding of the HVAC job training program at Cedar Valley College (DCCCD) not to exceed the amount of $100,000.
   1. Mr. Joe Newman, CEO explained that the Return on Investment on Page 49-50 was added to the presentation.
   2. Ms. Patricia Davis, Executive Dean, Office of Advancement at Cedar Valley College, gave a recap of the presentation presented at last month’s Board Meeting.
   3. The Board of Directors discussed a contingency for other jurisdictions to join as well before funding the program.
   4. Board President Belinda May asked that DEDC funds be earmarked for DeSoto residents only.

**Board President Belinda May left the meeting at 9:36 a.m. and she returned at 9:39 a.m.**

**Motion by Board Vice President Curt Khron to approve the funding of the Commercial HVAC Job Training Program at Cedar Valley College in the amount of $50,000 contingent on other jurisdictions joining the DEDC in their effort beforehand. Seconded by Board Director Michelle Jordan. Motion approved by Board members Curtis Krohn, Michelle Jordan and Belinda May. Board Director Perry Holloway opposed. Board Treasurer Bobby Waddle was not present for the vote on the motion.**

**Board President Belinda May called a break at 10:14 a.m. then reconvened into Executive Session at 10:24 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 DEDC CEO.

**Board President Belinda May called the board to reconvene into open session at 10:36 a.m.**

**E. RECONVENE INTO OPEN SESSION**

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

None

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| **G. BRIEFING BY THE CHIEF EXECUTIVE OFFICER REGARDING THE STATUS OF PENDING DEDC PROJECTS**  Mr. Joe Newman, CEO, said he did a podcast this month with the Texas Economic Development Council (TEDC). The chief executive officer of the TEDC asked the first executive director of the TEDC, the current president, the president elect, a consultant and him to interview for the podcast. Mr. Newman said in his contract he must have a 10% increase in sales tax. He explained that he has given a report on the sales tax to the Board of Directors each month. He mentioned that this report also explained how DeSoto were comparing to other communities. This month’s sales tax was up 5.8% and the overall increase was 10.3%. Lastly, he said he met with William Burton, Senior Vice President of Hillwood Properties in which they discussed a project regarding a 948,000 square foot building that he has worked on. |
| **H. BOARD ANNOUNCEMENTS**   * Vice President Curt Khron announced that he wanted to thank Joe Newman for participation in the reception to the superintendent which went very well, even though Mr. Joe Newman, CEO did not get the opportunity to speak due to some last minute changes in the schedule. * Mr. Joe Newman announced that Kohler postponed its grand opening due to restructuring. Also, he announced that Project Upscale may be on the agenda next month had some hydrology test done. * Ms. Vanessa Barrios, Research and Business Development Manager announced that the Glo Hotel’s Grand Opening registration is still available online. Also, she announced that the Grow DeSoto Marketplace Grand Opening will be held on Saturday October 20, 2018, and it’s registration for that event is available as well.   **I. ADJOURNMENT**  **With no further business to discuss Board President Belinda May adjourned the meeting at 10:42 a.m.** |
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**Curtis Krohn, Board Vice President Bobby Waddle, Board Treasurer**