



**DESOTO ECONOMIC DEVELOPMENT CORPORATION
BOARD MEETING MINUTES
OCTOBER 23, 2017**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, October 23, 2017** 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 Vice President
Stephanie Bowers, Board Director
Curtis Krohn, Board Secretary
Perry Holloway, Board Director
Bobby Waddle, Board Director

Staff Present: Frank Viso – Interim Chief Executive Officer
Vanessa Barrios – Research and Business Development Manager
Cynthia Noble – Administrative Assistant

Also Present: Peter G. Smith – Attorney, Nichols, Jackson, Dillard Hager & Smith, LLP
Laura Terhune – President, DeSoto Chamber of Commerce
Curtistene S. McCowan – Mayor, City of DeSoto
Dr. Tarron Richardson – City Manager, City of DeSoto
Tracie Hlavinka – Assistant City Manager, City of DeSoto
Monte Anderson – Options Real Estate
Tracy Cormier – Manager of Accounting, City of DeSoto
Melissa Adams – Budget Analyst, City of DeSoto

Absent: Deshaundra Lockhart Jones – Councilmember, City of DeSoto, City Council Liaison

At 9:07 am, Board Vice 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 Bobby Waddle
2. Introduction of new staff Cynthia Noble as Administrative Assistant by Interim Chief Executive Officer Frank Viso.

B. CONSENT AGENDA

1. Consideration and approval of the August 21, 2017 DEDC Board Meeting Minutes.
Motion by Board member Curtis Krohn to approve the August 21, 2017 DEDC Board Meeting Minutes. Motion seconded by Board member Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers, Bobby Waddle, and Perry Holloway.

C. REGULAR AGENDA - NEW BUSINESS

1. City Council Liaison update regarding city events, meetings, etc. – Presented by Councilmember Deshaundra Lockhart Jones. Councilmember Deshaundra Lockhart Jones was not present to provide an update regarding city events.
2. DeSoto Chamber of Commerce Update - Laura Terhune, President.
 - a. The Annual Member Appreciation Luncheon was held Thursday September 14, 2017 at Methodist Charleston Auditorium. There were 100 attendees and a physician panel.
 - b. Annual Membership and Town Hall Meeting was held Tuesday, September 26, 2017 5:15-6pm; Holiday Inn Express DeSoto.
 - c. For the SHOP LOCAL campaign there are 2 activities: Taste of DeSoto was Thursday Sept 28: 50 vendors + 2 food trucks, 250 attendees. Attendance was down because of some confusion due to the vendors assuming that they were signing up for the DeSoto Arts Live event. Next year moving event time so there is no conflicts with this event or the Fair. Also, Desoto Living Festival will be held Saturday, April 7, 2018 at DeSoto East Middle School.
 - d. As a Community event The DeSoto Arts Live festival was held Saturday, September 30, 2017 at the Desoto Civic Center.
 - e. For Tourism activities and print publications:
 - i. Travel Host contract is ending, and the chamber will not be renewing it.
 - ii. DeSoto Visitor Guide and Reunion Planning Guide.
 - iii. Texas Sports Facility Guide contract was signed for 2017-2018.
 - iv. 2018 Community Guide contract is pending for a spring delivery.
 - v. Reunion Planning Guide Group had 125 goody bags assembled and distributed in the last 30 days.
 - vi. For the advertising campaign includes General Tourism and Reunion Capital of Texas.
 - vii. The Tourism Marketing Plan has the final draft under review, and the spending budget is finalized.
 - viii. A Combined Marketing Planning session led by DeSoto ISD with the Chamber, DeSoto Economic Development Corporation and the City Council is being planned to develop a marketing strategy.
 - f. Current fundraising efforts include the 55th Annual Chamber Gala which will be held on Saturday, November 4, 2017 at the Hilton Garden Inn. The event will have a Mardi Gras theme. Brick Sales is unveiling a marketing campaign at the Gala.
 - g. There was a small business workshop training and coaching call "Launch Your Sales" Workshop on October 4, 2017 at the Chamber board room 12:00-1:00pm.
 - h. Staff changes included hiring Marjorie Maldonado as new Executive Assistant/Bookkeeper and Shelly Michalk as a new Membership Director.
 - i. On the new Chamber building/CVB building there is no update to report.
 - j. The Chamber's lease agreement at the Grow DeSoto Incubator is pending as the Chamber is making additional changes to the move-in date as March 1, 2018. The Chamber needs to update the lease because the projected move-in date is November 1, 2017.
 - k. The current Business Retention contract between the Chamber of Commerce and the DeSoto EDC is up for renewal at the end of Fiscal Year 2016-2017, and is self-renewing unless either party opts out of the current terms which state the Chamber of Commerce should make 10 site visits per month.
 - l. The site visits are on the back of the handout for the last few weeks.

3. Treasurer Report by Board member Stephanie Bowers:

- a. Board member Stephanie Bowers has resigned as treasurer subsequently, the City of DeSoto's Accounting department has taken on the financial components of the DEDC.
- b. In the report, the DeSoto Economic Development Corporation has 3 local Certificate of Deposits (CDs): Comerica Bank with .3 % interest rate auto renewal in August 18, 2018; Plains Capital Bank with .5% interest rate auto renewal November 10, 2017; Bank of DeSoto with .75% interest rate auto renewal in December 9, 2017. Also, in September 2017 the Interim Chief Executive Officer Frank Viso negotiated a transitional change from .1% to .3% with Comerica Bank.
- c. Board member Stephanie Bowers' reasons for requesting a meeting before November 10, 2017 include:
 - i. Remove auto renewal on the CDs.
 - ii. Stagger the maturity dates of the CDs; for example: 12, 15-18, and 24 months.
 - iii. Retain a professional portfolio manager service, preferably use the City's investment service for investments, but complete a request for proposal separately from the city.
 - iv. Concerns about whether earned interest above \$250,000 is insured by FDIC.
 - v. Determine whether CDs versus money markets are a better fit.
 - vi. Changes to the account after the renewal date are subject to legal fees (\$75) and exit fees (\$25).
- d. Documentation required from Wells Fargo obtained by Board member Stephanie Bowers include: Government Customer Certificate, W9, Authorization Certificate, and Amendment to the Commercial Account Signature Card.
- e. Action Items for the Interim Chief Executive Officer:
 - i. The DeSoto Economic Development Corporation with the City of DeSoto Finance Department is to identify whether the funds are best utilized in CDs, Money Market, or Checking Accounts and to negotiate the terms before the November 1, 2017 renewal date so that the interest rates will not remain the same.
 - ii. Interim Chief Executive Officer Frank Viso is to verify DEDC's government entity status regarding the FDIC \$250,000 cap.
 - iii. Interim Chief Executive Officer Frank Viso is to research rates and move funds in the Wells Fargo checking accounts to higher yielding interest accounts such as smaller CDs and update the Board at the November 27, 2017 Board meeting.

4. Consideration and action to approve a reimbursement in the amount of \$12,000 in support of a professional services agreement between Catalyst Commercial, Inc., and the City of DeSoto. – Tabled until after agenda item #7. Presentation by Dr. Tarron Richardson, City Manager.

Motion by Board member Curtis Krohn to authorize the Board Vice President Belinda May to negotiate and execute an agreement with the City of DeSoto to contribute \$12,000 toward the cost of a market study to be prepared by Catalyst Commercial, Inc. pursuant to an agreement between the City of DeSoto and Catalyst Commercial, Inc. Motion seconded by Board member Perry Holloway. Motion approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers, Bobby Waddle, and Perry Holloway.

5. Grow DeSoto Incubator finish out and financial status report presentation by Monte Anderson – tabled until after agenda item 9. My Support Pad, Spectrum Internet, green kitchens, co-working space, rent

roll, building permit, plans and leases are presented. A balance sheet, general ledger, and profit/loss are given monthly.

6. Discussion and action to approve an internet fiber installation contract between Dilbeck Court, Ltd. and My Support Pad in the amount of \$16,734.59 to assist in the finish out costs of the Grow DeSoto Incubator Project. Tabled to be discussed with agenda item 5. Monte Anderson updates the amount of the My Support Pad estimate to \$19,435.

Motion by Board member Curtis Krohn to authorize the Board Vice President Belinda May to enter into an agreement with Dilbeck Court, LTD for Dilbeck Court, LTD to contract with My Support Pad for the installation of the hubs and cabling for the internet connection, and to reimburse Dilbeck Court Ltd upon completion of the service installation, also Monte Anderson will provide a separate maintenance budget for discussion at a later date. Motion seconded by Board member Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, Perry Holloway. Motion opposed by Board member Stephanie Bowers.

7. Discussion and action to approve a 36 month internet service provider contract between the DeSoto Economic Development Corporation and Spectrum in the amount of \$ 37,224. – tabled to be discussed with agenda item 5. It is determined that this expense is an operating expense in the lease contract (line item on page 4, sec 1.096) which will be billed to DeSoto Economic Development Corporation as a monthly utility cost.

No action.

8. Discussion and action regarding the selection process for employment of the Chief Executive Officer. **A Motion by Board member Curtis Krohn for the board to authorize the Board Vice President Belinda May to execute an agreement with First Texas Group to provide Joe Newman as Interim Chief Executive Officer and for the board to continue to discuss the hiring of a search firm for a permanent Chief Executive Officer at the next board meeting. Motion is seconded by Board member Stephanie Bowers. Motion approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers, Bobby Waddle, and Perry Holloway.**

9. Discussion and action to approve annual income and expenses. Reported by the Interim Chief Executive Officer Frank Viso.

No Action.

Board member Belinda May called a 5 minute break in the session at 10:42 am.

The Board Meeting reconvened at 10:50 am.

10. Consideration and action to approve the 55th Annual DeSoto Chamber of Commerce Gala attendance. **Motion by Board member Bobby Waddle to approve attendance at the 55th Annual DeSoto Chamber of Commerce Gala. Seconded by Board member Belinda May. Motion approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers, Bobby Waddle, and Perry Holloway.**
11. Consideration and action to approve an economic development agreement between the City of DeSoto and the DeSoto Economic Development Corporation pursuant to which the City of DeSoto is providing a grant in the amount of \$125,000 to assist in the funding of the costs of tenant finish-out of the Grow DeSoto Incubator lease space. The City Council approved a 380 agreement which states \$125,000 by the Dilbeck Court, Ltd., and the \$125,000 by the DeSoto Economic Development Corporation, and

\$125,000 by the City of DeSoto to assist in the funding of the cost of the tenant finish-out of the Grow DeSoto Incubator leased space.

Motion by Board member Bobby Waddle to authorize the Board Vice President Belinda May to act on behalf of the DeSoto Economic Development Corporation to approve the Economic Development Agreement between the City of DeSoto and the DeSoto Economic Development Corporation pursuant to which the City of DeSoto is providing a grant in the amount of \$125,000 to assist in the funding of the costs of tenant finish-out of the Grow DeSoto Incubator lease space. Motion is seconded by Curtis Krohn. Motion approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers, Bobby Waddle, and Perry Holloway.

- 12.** Consideration and action to approve an amendment to the Commercial Lease Between Dilbeck Court, Ltd. and DeSoto Economic Development Corporation.

A Motion by Board member Bobby Waddle to authorize the Board Vice President Belinda May to approve the first amendment to the agreement between Dilbeck Court, Ltd. and the Economic Development Corporation. Motion is seconded by Board member Perry Holloway. Motion approved by Board members Belinda May, Curtis Krohn, Stephanie Bowers, Bobby Waddle, and Perry Holloway.

- 13.** Discussion and action regarding site management for the Grow DeSoto Incubator leased space. Monte Anderson will pitch maintenance and services at the November 27, 2017 Board meeting.
No Action.

- 14.** Consideration and action to approve a sponsorship of the Dallas - Fort Worth Urban League 10th Annual Leadership Development Conference.
No Action.

D. EXECUTIVE SESSION

Executive Session began at 1:06 pm

Board member Belinda May left at 1:07 pm

Executive Session Pursuant to Texas Government Code Section 551.087: Deliberation Regarding Economic Development Negotiations:

- 1.** Project Big Tent.
- 2.** Incubator Project: Commercial Lease between Dilbeck Court, Ltd and DEDC; Management Agreement between Options Property Management Inc. and DeSoto Economic Development Corporation.

E. RECONVENE INTO OPEN SESSION

F. ACTION AS A RESULT OF EXECUTIVE SESSION

No Action.


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

No Briefing.


H. BOARD ANNOUNCEMENTS

I. ADJOURNMENT

Motion by Board member Bobby Waddle to adjourn the meeting. Seconded by Board member Curtis Krohn. With no further business to discuss Board member Curtis Krohn adjourned the meeting at 1:14 p.m.

 VP

Belinda May, Board Vice President



Curtis Krohn, Board Secretary