



DESOTO ECONOMIC DEVELOPMENT CORPORATION

BOARD MEETING MINUTES

October 26, 2015

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, October 26, 2015**, in the Council Conference Room located in City Hall at the DeSoto Town Center, 211 East Pleasant Run Road, DeSoto Texas 75115.

Present: Lucious Williams, Board President
Belinda May, Board Vice-President
Bobby Waddle, Board Director
Stephanie Bowers, Board Director

Absent: Curt Krohn, Board Director

Staff Present: Jeremiah Quarles, Chief Executive Officer
Alicia Villanueva, Administrative Assistant

Also Present: Curtistene McCowan, DeSoto City Council Liaison
Peter Smith, Attorney - Nichols Jackson, Dillard, Hager & Smith
Laura Terhune, President - DeSoto Chamber of Commerce

At 9:15 a.m., Board President Williams called the meeting to order and acknowledged the presence of a quorum.

A. REGULAR SESSION – CALL TO ORDER

1. Invocation was given by Belinda May.

B. CONSENT AGENDA

1. Approval of the September 22, 2015 Board Meeting Minutes
2. Approval of the Financials through September 30, 2015

**Motion by Belinda May to approve Consent Agenda. Second by Bobby Waddle.
Motion approved by L. Williams, B. May, B. Waddle, and S. Bowers (motion
approved 4-0)**

C. REGULAR AGENDA – NEW BUSINESS

1. Oath of Office was conducted for Stephanie Bowers to the DEDC Board of Directors before meeting was in session in order to have a quorum.
2. No selection was made for Secretary/Treasurer at this time, since President expressed he had been out of town in the last week and had not called anyone to volunteer.
3. City Liaison Update – Council member C. McCowan update on City Council events, meetings etc.
 - a) Approved an Ordinance for Zoning Case Z-1309-15; an amendment to Planned Development 101 (PD-101) requesting deviations from masonry requirements, approving Site Plan, Landscape Plan and Elevations. An area located at the southwest corner of Belt Line Road and Westmoreland Road; on approximately 1.15 acres of land and consisting of one (1) lot; Applicant: Josh Millsap; Owner: Bruce Harbour. The applicant is planning on constructing an 8,107 square foot First Choice Emergency Room at the southwest corner of the Westmoreland Road/Belt Line Road intersection. There would be access to both Belt Line Road and Westmoreland Road.
 - b) Passed an Ordinance for Zoning Case Z-1312-15 authorizing a change in zoning from Planned Development-148 (PD-148) to General Retail (GR). The property is located on the north side of Belt Line Road and approximately 270 feet east of Alpine Drive. Applicant: Linda Madigan, P.E.; Owner: Marciano Olivarez. The applicant plans to build an Advance Auto Parts store on this site.
 - c) Council authorized the City Manager to purchase land at a Sheriff's sale. Specific locations are: 116 W. Pleasant Run; 140 W. Pleasant Run; and 725 N. Hampton Rd. for an amount not to exceed \$56,000.

- d) Approved an ordinance setting forth regulations prohibiting smoking in all **workplaces and public places** located within the City. DeSoto becomes a “smoke free” city, effective January 1, 2016.
- e) Congratulations on the reappointment of President Lucious Williams and Vice President Belinda May for their second terms on this Board; and congratulations and welcome to our newest Director, Stephanie Bowers.
- f) Sincere thanks to Perry Holloway for his dedication and distinguished service as a DeSoto EDC Board Member/Officer.

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

- a) Member Service Events – Working on Annual Gala & Awards Banquet, Saturday November 7. They had a successful luncheon with Dr. Harris. Mayor Sherman’s final State of the City Luncheon at Civic Center is scheduled for January 21, 2016, but still pending confirmation.
- b) Advertising – Map wrap ad sales completed; text/ad deadline is November 2. Manufacturers & Logistics Roundtable - November 17, sponsored by DeSoto EDC/DeSoto Chamber / Lancaster EDC and Lancaster Chamber; co-hosted by Onco at the Heliport. “Doing Business with Local Government & Schools” – February 4 (co-hosted with other Chambers, Lancaster, Duncanville & Cedar Hill). Lunch & Learn: “Protect Yourself from Identity Theft” – November 4. DeSoto Living, held September 24, did not have crowd expected, but was sold out event. Working on Christmas Parade, December 5.
- c) Tourism Activities – Audit FY 2012-2013 is near completion – draft report indicated gaps/overlaps in the auditor’s understanding of the separation of the CVB and Chamber. Not doing any new tourism.
- d) PlainsCapital Bank lease has expired and terms are currently being negotiated.
- e) B. May and L. Terhune served as city guides during Leadership Southwest’s Economic Development Day on Oct. 15th.

5. Purchase of iPad’s for monthly board meetings.

Motion by Belinda May to approve purchase of iPad’s. Second by Bobby Waddle. Motion approved by L. Williams, B. May, B. Waddle and S. Bowers (motion approved 4-0)

6. Discussion of Wintergreen Road Development - Ron Weisfeld, land owner.

Mr. Weisfeld presented his multi-family project plans for the parcel west of Holiday Inn off of Wintergreen and Interstate 35E to board members. He was seeking to come before the DEDC Board in hopes of getting a favorable nod. DEDC learned that P&Z had previously denied it, due to some additional adjustments in zoning. Ultimately, the Board President and Attorney explained to him that the EDC does not take part in decisions for non-commercial projects.

Meeting in Recess

Open Session – 10:37 a.m.

D. BRIEFING BY JEREMIAH QUARLES, DEDC CHIEF EXECUTIVE OFFICER

a. Scorecard update and current attraction activities:

- i) Beginning of new Fiscal Year October 2015-2016
- ii) Started with nine formal inquiries from State and Dallas Regional Chamber
- iii) Grand Opening of Eternal Rest Funeral Home HQ at 1400 N. Hampton Road. 23,400 sq ft full service facility with 150 parking space. 40 employees
- iv) Grand Opening of Studio by Elements on October 31, 2015. New location at 921 W. Beltline Rd, Suite 145
- v) BB&T Bank will lease remaining square footage of retail at DeSoto Town Center complex
- vi) Application Support Centers (ASC) will occupy 5,200 square foot at Pleasant Run Health Plaza. Program is funded by the U.S Citizenship and Immigration Services (USCIS), a branch of the Department of Homeland Security
- vii) Project Murray – German-based company that specializes in advanced motorparts is interested in relocating to DeSoto. DEDC CEO had a peer-to-peer meeting with CEO of company.
- viii) Williams Sonoma will be occupying 220 E. Daniieldale Road on a temporary basis (12 mths).
- ix) The remaining board meetings for 2015 are scheduled for Nov. 16th and Dec. 14th
- x) The Economic Development Specialist position has been posted on various web sites (ie. indeed.com, Texas EDC, IEDC, DFW Marketing Allies, etc.). The applicant response has been positive.

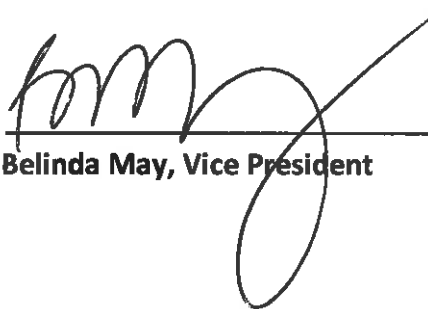
Mr. Waddle left meeting at 11:02 a.m.

E. ADJOURNMENT

With no further business to discuss President Williams adjourned the meeting at 11:02 a.m.



Lucious Williams, Board President



Belinda May, Vice President