



**DESOTO ECONOMIC DEVELOPMENT CORPORATION
BOARD MEETING MINUTES
DECEMBER 18, 2017**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, December 18, 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
Curtis Krohn, Board Secretary
Perry Holloway, Board Director
Bobby Waddle, Board Director

Staff Present: Joe Newman – 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
Deshaundra Lockhart Jones – Council Member, City of DeSoto, City Council Liaison
Monte Anderson – Options Real Estate
Tracy Cormier – Manager of Accounting, City of DeSoto
Melissa Adams – Budget Analyst, City of DeSoto
Wana Smith – Real Estate Consultant, Options Real Estate
Terry Toomey – Executive Director of the Industry HUB
Judy Ellis –Citizen

Absent: Stephanie Bowers – Board Director

At 9:05 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 Board member Curtis Krohn.
2. Vice President Belinda May announces that Board Director Bobby Waddle has been reappointed by the City Council to the DeSoto Economic Development Corporation's Board of Directors.

B. CONSENT AGENDA

1. Minutes and income and expenses:
 - a. Consideration and approval of the October 23, 2017 Desoto Economic Development Corporation (DEDC) Board Meeting Minutes.

- b. Consideration and approval of the November 27, 2017 DEDC Board Meeting Minutes.
- c. Consideration and approval of the October 30, 2017 income and expenses.

Motion by Board member Curtis Krohn is to approve all consent agenda items as presented. Motion seconded by Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.

C. REGULAR AGENDA - NEW BUSINESS

1. City Council Liaison's update regarding city events, meetings, etc. – Presented by Councilmember Deshaundra Lockhart Jones.
 - a. Councilmember Deshaundra Lockhart Jones reports:
 - i. The City of DeSoto held the Employee Annual Rewards Luncheon on Wednesday, December 13, 2017. The City of DeSoto was pleased with the large turnout which helps boost employee morale.
 - ii. The City Council members will meet on Tuesday, December 19, 2017. At this meeting, there will be a fun activity for the community called "DeSoto Lights" which is a residential home decorated in the spirit of Christmas in each district. In addition, this year businesses will be chosen for the dual decorative competition for the title of "Desoto's Holiday Property of the Year". Both competitions are hosted by the "Keep DeSoto Beautiful" campaign. The winner will be rewarded with a gift card.
 - iii. The City Council Winter Retreat will be held on Friday and Saturday, February 23, 2018 through February 24, 2017 at the DeSoto Heliport.
 - iv. The Honorable Deshaundra Lockhart Jones resigned as City Council member Place 3, which was effective on December 12, 2017. She filed for House District 109, but she will hold the City Council member seat until the City of DeSoto fills this position. A special election will be held in February for this seat.
2. Grow DeSoto Incubator finish out and financial status report presentation by Monte Anderson.
 - v. Monte Anderson introduced Wana Smith as his business partner who will take over after he moves on.
 - vi. Mr. Anderson reported that the ditches for the plumbing are finished and the concrete took a long time to complete. He decided that the cutting edge green kitchens will be installed. However, he will have gas in the green kitchen just in case a restaurateur needs it. The hoods for the gas kitchen will be an extra expense that will be negotiated with each individual tenant as needed.
 - vii. Wana Smith reported that Chef Andy Revella is a top chef known around the world that will help tenants create and confirm their menus as well as help with the design of individual restaurants. He will provide a "Restaurant Business 101" seminar by giving them tips such as how to eliminate extra expenses, how to order food, and how to prepare.
 - viii. Mr. Anderson reported that Chef Revella is the Executive Chef of Salad Express. He has also managed Harrah's, Chili's, and Bennigan's. Chef Revella is not charging for his services, since Mr. Anderson has agreed to build a test kitchen for him. Mr. Anderson emphasizes how mentoring is very important to him. Chef Revella believes he can make a 90% success rate of the restaurants instead of its usual 50%, because he has the expertise to make the restaurant owners better.

- ix. Mr. Anderson reported that the suites are going in now. He added that curating the spaces is like creating art. So he has employed Robert who is an artist, carpenter, welder, and restaurant owner to do the work.
- x. For Ms. Smith's tenant update she included how she and Mr. Anderson met with the tenants last week and brought in a CPA, a SCORE mentor, and a marketing expert to present. The tenants are flexible with the opening date, because it is giving them more time to prepare.
- xi. Mr. Anderson is adding a shower in the movement studio at his company's expense. He explained that if he needed to spend a little more so that the tenants can have the best chance, he would. He will be moving new cubicles in for the co-working space which were donated and will be moved from Lancaster.
- xii. Mr. Anderson confirmed that they will be working through the holidays. The projected opening date is February 15, 2018. Monte explains that there is a lot of thinking going into this space, so with this in mind, they are moving along as fast as they can.
- xiii. Currently, the amended agreement between the DEDC and Dilbeck Court, Inc. is pending signatures.

3. DeSoto Chamber of Commerce Update - Laura Terhune, President.

a. Member Services:

- i. The State of the District Luncheon was held on Tuesday, December 12, 2017 at 11:30 a.m. to 1:00 p.m., at the Manderley Event Center. The presenter was Dr. Harris, DeSoto Independent School District Superintendent.
- ii. The State of the City Presentation will be held on Wednesday, January 24, 2018, from 11:30 a.m. to 1:00p.m., at the Manderley Event Center. The presenter is Mayor Curtistene McCowan.

b. SHOP LOCAL Campaign and Activities:

- i. DeSoto Living! Festival is Saturday, April 7, 2018, at East Middle School at 10:00 a.m. to 4:00 p.m.
 - 1. The Chamber is requesting DEDC to sponsor the 'Market Place' zone for \$2,500 like the previous year.
 - 2. 84 vendors pre-registered as of December 15, 2017, with about ½ of them paid.
 - 3. Last year 110 vendors attended. The goal this year is 150 vendors.
 - 4. Changes include increasing the bounce houses to at least 4, and increasing the petting zoo to an all-day event.
 - 5. We will continue to have the Green Zone, Kid's Zone, Safe Zone, Desoto Drives Zone, and the Market Place Zone.
 - 6. We want this to be a signature event for DeSoto.

c. Community Events (leading, assisting, and promoting):

- i. Annual Reader's Choice Awards Reception is Thursday, March 22, 2018 at The MINT Foundation. It is also considered to be a Shop Local event, but we want it to be a community event.
- ii. A TXDOT Briefing and luncheon is on March 7, 2018 at the Magnusson Hotel from 11:30 a.m. to 1:00 p.m.
- iii. 2nd Annual DeSoto Job Fair on Wednesday, April 18, 2018 (possibly at the Dallas County Community College District again). Last year 400 jobseekers attended, 65 businesses registered, 55 business participated, and dozens of jobs were offered on the spot. The

main expense for the DEDC was the table rental, and lunch was provided last year. However, this year it can be held after lunch hours.

d. Tourism Activities:

i. Print Publication(s).

1. DeSoto Visitor Guide and Reunion Planning Guide.
2. 2018 Community Guide advertisement sales are underway.
3. 2018 Best Southwest Partnership magazine ad sales are underway; we want a co-operative advertisement with the DEDC, the DeSoto Independent School District, and the City of DeSoto.

ii. Reunion / Groups – For the Great Southwest Track and Field Classic; the only request is for the Chamber to provide a letter of support.

ii. Advertising Campaigns

1. General Tourism and ReunionCapitalofTexas.com.
2. A Combined Marketing Plan is being led by the DeSoto Independent School District with the Chamber of Commerce, the DeSoto Economic Development Corporation, and the City of DeSoto.
3. Also, we are creating messaging and themes for business travel marketing.

e. Fundraising:

- i. Brick Sales are on hold in order to manage under new tax-exempt organization status.
- ii. The Chamber of Commerce Foundation is applying to be a 501(c)(3) tax exempt organization.

f. Small Business / BREP / Economic Development Activities.

- i. The Revolving Loan Fund does not have any new applications, but one former applicant is asking for additional funds.
- ii. Small Business Workshops / Training / Coaching.
 1. "Does Dental Hygiene Affect Your Health?" will be held on Tuesday, January 16, 2018, from 11:30 a.m. to 1:00 p.m.

g. Facilities / Office Operations:

i. Staff Changes:

1. Staff Opening - There is a staff opening for a Member Relations position.
- ii. New Chamber / CVB building – There is no meeting updates since the last report.
- iii. Regarding the interim offices in the Incubator, the lease is being negotiated by the Facilities Committee Chair.

h. The Board discussed possibly having a review and reassessment of the DEDC's contract of services with the Chamber of Commerce at a future date so that the needs of the DEDC and the Incubator project are met.

i. Discussion and possible action to advertise in the upcoming Chamber community guide publication. Discussion was tabled until after Item 5. **A motion by Board member Curtis Krohn to approve a two page advertisement in the upcoming Chamber community guide publication to cap at \$3200 and to allow the Chief Executive Officer to design the copy. Motion seconded by Board member Belinda May. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.**

4. Discussion and possible action to consider advertising in the Best Southwest publication with the DeSoto Independent School District and the DeSoto Chamber of Commerce. **Motion by Board member Curtis Krohn to approve advertising in the Best Southwest publication with the DeSoto Independent School District, the DeSoto Chamber of Commerce, and the City of DeSoto with a cap of**

\$3500. Motion seconded by Board member Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, and Bobby Waddle. Motion opposed by Board member Perry Holloway.

5. Financial Status Report presented by Melissa Adams, Budget Analyst.
 - a. Report included: General Fund Balance, Summary of Revenues and Expenditures, and Details of Revenues and Expenditures as of November 30, 2017.
6. Consideration and action to authorize the Interim Chief Executive Officer, the Board President or the Board Vice President to cancel the three Certificates of Deposit at Comerica Bank, Plains Capital Bank, and the Bank of DeSoto; and to negotiate for the best rates at these or any other financial institutions for reinvestment. **Motion by Board member Bobby Waddle to authorize the Interim Chief Executive Officer, the Board President or the Board Vice President to cancel the three Certificates of Deposit at Comerica Bank, Plains Capital Bank, and the Bank of DeSoto; and to negotiate for the best rates at these or any other financial institutions for reinvestment. Motion seconded by Perry Holloway. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.**
7. Consideration and action to authorize the Interim Chief Executive Officer, the Board President or the Board Vice President to negotiate for the best rate, and to transfer the Wells Fargo Checking account funds into money market accounts or other investment accounts to obtain a better interest rate than the current checking account. **Motion by Board member Curtis Krohn to authorize the Interim Chief Executive Officer, the Board President or the Board Vice President to negotiate for the best rate, and to transfer the Wells Fargo Checking account funds into money market accounts or other investment accounts to obtain a better interest rate than the current checking account. Motion is seconded by Board member Perry Holloway. Motion is approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.**
8. Discussion and possible action to consider a site management proposal of the Grow DeSoto incubator as previously presented by Terry Toomey, Executive Director of The Industry HUB. **Motion by Board member Perry Holloway to authorize the Chief Executive Officer to negotiate a contract with The Industry HUB and to present back to the Board at the next Board meeting. Motion seconded by Board member Curtis Krohn. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.**
9. Consideration and action to approve renewing the DeSoto Economic Development Corporation's annual Bronze Sponsorship to the North Texas Chapter of CCIM (Certified Commercial Investment Member) for \$1,500. **Motion by Board member Bobby Waddle to approve renewing the DeSoto Economic Development Corporation's annual Bronze Sponsorship to the North Texas Chapter of CCIM (Certified Commercial Investment Member) for \$1,500. Motion seconded by Board member Curtis Krohn. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.**

(Item 10 is tabled until after item 11.)

10. Consideration and action to approve the election of the DeSoto Economic Development Corporation's Treasurer and Committee Chairs.
A Motion by Board member Curtis Krohn to nominate Board member Bobby Waddle for Board Treasurer of the DeSoto Economic Development Corporation. Motion seconded by Board member

Perry Holloway. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.

Motion by Board members Curtis Krohn to authorize the Board Treasurer Bobby Waddle as a signer on all DEDC financial accounts and to authorize the removal of any signers no longer required on all the DEDC financial accounts. Motion seconded by Board member Perry Holloway. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.

Motion by Board member Belinda May to nominate Board member Curtis Krohn for the Personnel Committee Chair. Motion seconded by Board member Perry Holloway. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.

11. Consideration and action to approve annual membership dues to the Dallas Chamber for \$1,000. Motion by Board member Curtis Krohn to approve the annual membership dues to the Dallas Chamber for \$1,000. Motion seconded by Board member Perry Holloway. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.

Board Vice President Belinda calls a break at 11:20 p.m.; the Board reconvenes into Executive Session at 11:34 a.m.

D. EXECUTIVE SESSION

Texas Government Code, Section 551.087: Economic Development Deliberation:

1. **Incubator Project:** Commercial Lease between Dilbeck Court Ltd. and DeSoto Economic Development Corporation; Management Agreement between Options Property Management Inc. and DeSoto Economic Development Corporation.
2. **Saul Horcacas (King Pin Tamales) project/loan:** Revolving Loan Program Agreement between Saul and Brenda Horcacas and the DeSoto Economic Development Corporation.

Texas Government Code Section 551.074: Personnel:

1. **Chief Executive Officer:** Search and possible candidates.

E. RECONVENE INTO OPEN SESSION

Board reconvenes into open session at 1:02 p.m.

F. ACTION AS A RESULT OF EXECUTIVE SESSION

1. Motion by Board member Perry Holloway to authorize the DeSoto Economic Development Corporation's general counsel to take the necessary action to file suit against Saul and Brenda Horcacas relating to the Revolving Loan Agreement with the DeSoto Economic Development Corporation. Motion seconded by Board member Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.
2. Motion by Board member Perry Holloway to authorize the Personnel Committee Chair to meet with the Interim Chief Executive Officer Joe Newman to negotiate terms for a contract to employ Joe Newman as the Chief Executive Officer for the DeSoto Economic Development Corporation. Motion

seconded by Board member Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, and Perry Holloway.

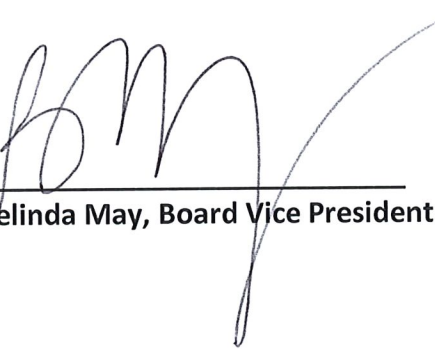
G. BRIEFING BY INTERIM EXECUTIVE OFFICER REGARDING STATUS OF PENDING DEDC PROJECTS

Interim Chief Executive Officer Joe Newman gave a brief update of the office's activities, and discussed his ideas for reviewing systems for the future. He reported on the SEW-Eurodrive, Inc. and the Kohl's fulfillment center site visits. He met with Dr. Tarron Richardson, City Manager, Tracie Hlavinka, Assistant City Manager and Jason Claunch, President of Catalyst Commercial, Inc. to discuss the Hampton Road Redevelopment District Study and to discuss ideas on how to develop the property across from City Hall.

H. BOARD ANNOUNCEMENTS

I. ADJOURNMENT

With no further business to discuss Board Vice President Belinda May adjourned the meeting at 1:09 p.m.


Belinda May, Board Vice President
Curtis Krohn, Board Secretary