



DESOTO ECONOMIC DEVELOPMENT CORPORATION

BOARD MEETING MINUTES

February 27, 2015

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Friday, February 27, 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, DEDC Board President
Belinda May, DEDC Board Vice-President (arrived at 9:05 a.m.)
Bobby Waddle, DEDC Board Director
Bill Dendy, DEDC Board Director
Perry Holloway, DEDC Secretary/Treasurer (Absent)
Curtistene McCowan, DeSoto City Council Liaison (Absent)

Staff Present: Jeremiah Quarles, CEO
Antoine Long, DEDC Economic Development Specialist
Alicia Villanueva, Administrative Assistant

Also Present: Pete Smith, DEDC Legal Counsel
Laura Terhune, DeSoto Chamber of Commerce President

At 9:03 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 Bobby Waddle.

B. CONSENT AGENDA

1. Approval of the January 21, 2015 DEDC Board Meeting Minutes.
2. Approval of the DEDC Financials through January 31, 2015.
Motion by B. Dendy to approve Consent Agenda. Second by B. Waddle. Motion approved by L. Williams, B. Dendy and B. Waddle (3-0).

C. REGULAR AGENDA – NEW BUSINESS

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

a. Terhune presented the DEDC board and staff with the Chamber of Commerce Quarterly reports for February; Brittani Washington has been hired as the new marketing director; new website for the Chamber of Commerce will launch Monday, March 2nd; Chamber board of directors will meet March 4th to discuss new date for Taste of DeSoto that was canceled due to inclement weather; Several ribbon cutting ceremonies have been rescheduled due to inclement weather

b. Future opportunities: Terhune reported on the use of Pass Key; software system that automates group housing management and reservation processing for events in conjunction with local hotels and the TIP Incentive; Terhune stressed the need for BMX events and other functions to utilize this resource; ReunionCapitalOfTexas.com marketing campaign

2. Comprehensive Plan Steering Committee Update – Daniel Harrison, Freese & Nichols

a. Harrison from Freese & Nichols briefed the DEDC board of the ongoing process of completing the Comprehensive Steering Plan and involving major city stakeholders in the process (City Council, Planning and Zoning, Parks & Rec., DeSoto EDC, and citizens via Public Hearings)

b. Comprehensive Plan is divided into 8 sections: Community Snapshot; Vision, Goals and Objectives; Future Land Use; Transportation; Streetscape Guidelines; Housing Strategies; Urban Design; Implementation

c. Harrison reported that Freese & Nichols will follow-up with the EDC after presenting the same information to Planning & Zoning and City Council; proposed timeline calls for Adoption of the Comprehensive Plan by September 2015

3. Discussion regarding 2015 DEDC Board of Directors Retreat

- a. DeSoto Heliport selected as venue; Date & Time TBD; Targeted date in April on a Monday or Tuesday
- b. B. Dendy recommended three speakers as facilitators; B. May and B. Waddle didn't feel the need for a Board/Staff Training Session
- c. Content of Board Retreat will include: Area transportation projects and regional developments from NCTCOG; BrandEra Marketing Campaign update; Heliport/Aviation Industry update; Best Southwest Partnership; DEDC website walk-through; and DEDC Work Plan update

4. Appointment and Board approval of Chairs and members to DEDC Personnel, Investment and Audit Committees for 2015

- a. President L. Williams appointed B. Waddle and L. Williams to the Investment Committee
- b. President L. Williams appointed B. Dendy and B. May to the Audit Committee
- c. President L. Williams appointed P. Holloway and L. Williams to the Personnel Committee

Motion by B. Waddle to approve committee appointments. Second by B. Dendy. Motion approved by L. Williams, B. May, B. Dendy and B. Waddle (4-0).

D. BRIEFING BY JEREMIAH QUARLES, DEDC CHIEF EXECUTIVE OFFICER
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a. Scorecard update on current DEDC activities

- i) CEO noted the significant increase in jobs this past month is due to opening of Walmart Neighborhood Market; Project Oliver decision is about 30 days out, DeSoto (Southfield 35 1.1 Mil SF Seefried Properties, USAA, JLL) is in the final three of their selection; DeSoto 5.2% unemployment rate; Brittle Brittle Inc. is completing renovations on DeSoto facility and plan to be operational by late spring; submitted "Project Rosebud" to Dallas Regional Chamber
- ii) CEO shared with the board and staff a 2015 Master Calendar of events for DEDC including remaining board meeting dates and conferences throughout the year

b. Update on retention and expansion efforts – Antoine Long, Economic Development Specialist

- i) Meeting with Craig Johnson and J. T. Evans regarding 2.1 acres in front of LaQuinta Hotel for development; Meeting with Jon Krebbs of Henry S. Miller regarding 16 acre tract at NE corner of Hampton and Wintergreen; Site visit to DeSoto Neighborhood

Market; Meeting with Jonathan Stites who represents Southfield 35 development: DeSoto is amongst the Top 3 site locations for a Fortune 20 e-Commerce facility; First Choice Emergency Room will expand into DeSoto at SW corner of Belt Line and Westmoreland; Teleconference with Kurt Griffin of JLL regarding 300K-400K SF industrial spec building at I-35E and Centre Park; Submitted RFP "Project Rosebud" pharmaceutical manufacturing company, \$40 million capital investment 500,000+ SF, 516 Employees; Site visit to DeSoto Janitorial Services; Meeting with Chris Bly of Proterra Properties interested in selling 1 acre parcel on Hampton, Proterra Properties interested in 10-20 acres parcels in DeSoto for industrial/manufacturing projects

c. Additional Announcements

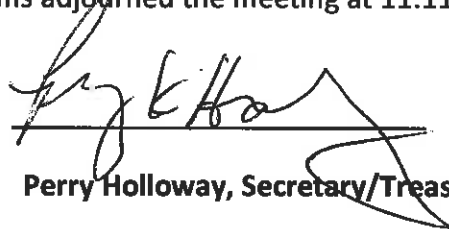
- i) HAI Conference, March 2-5
- ii) 84th Texas Legislative Session, March 2,3, & 18
- iii) BSW Regional Economic Development Luncheon & Summit, March 26
- iv) Texas Aviation Conference, April 15-17

E. ADJOURNMENT

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



Lucious Williams, Board President



Perry Holloway, Secretary/Treasurer