



## DESOTO ECONOMIC DEVELOPMENT CORPORATION

### BOARD MEETING MINUTES

March 23, 2015

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, March 23, 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  
Perry Holloway, DEDC Secretary/Treasurer  
Bill Dendy, DEDC Board Director  
Bobby Waddle, DEDC Board Director (Absent)  
Curtistene McCowan, DeSoto City Council Liaison

**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  
Dr. Tarron Richardson, City Manager

At 9:09 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 Bill Dendy.

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

1. Approval of the February 27, 2015 DEDC Board Meeting Minutes.
2. Approval of the DEDC Financials through February 27, 2015.  
**Motion by B. May to approve Consent Agenda. Second by B. Dendy. Motion approved by L. Williams, B. Dendy, P. Holloway and B. May (4-0).**

## C. REGULAR AGENDA – NEW BUSINESS

### 1. City Liaison Update – Council member C. McCowan’s update on City Council events, meetings etc.

- a. Applicant Chaucer Chen withdrew Zoning Case Z-1292-14 related to a request to amend the DeSoto Town Center Planned Development 130 (PD-130) to increase the height of the façade for the retail building, which faces Pleasant Run Road and provide for a new tower.
- b. On February 3, 2015, Council approved the purchase and sale agreement for the property located at 1001 North Hampton for the purchase price of \$199,000.00 plus necessary closing costs.
- c. Council approved Zoning Case Z-1297-14; a Specific Use Permit (SUP) to allow a car wash at 1210 E. Pleasant Run Road. There will be three stacking lanes, the wash building consisting of 1,260 square feet and the vacuum area. There will be two curb cuts into the lot. The east most driveway will be right-in right-out only. Owner: Jason Manley.
- d. Council approved – with stipulations -- Zoning Case Z-1298-14 that involves plans to build a warehouse in an area south of Centre Park Boulevard and east of Chalet Drive. The applicant requested to change the zoning from PD-20 to PD-135 and to deviate from the landscaping requirements.
- e. Council approved Zoning Case Z-1299-14; an amendment to PD-105 to approve the Site Plan, Landscape Plan, and Elevations for a Taco Bell on Belt Line Road on a pad site in front of Walmart and adjacent to Whataburger.
- f. Mayor Pro Tem McCowan recommended the DEDC Board and staff invite Edena Atmore, Finance Director to provide a status update on: (1) the Series 2015 Bond Sale; and (2) the Long Term Financial Planning process.
- g. The City of DeSoto has launched a new website app “Engage DeSoto,” the purpose of which is to connect more citizens to what is happening in the City of DeSoto and to solicit citizens’ input.
- h. The Council took action to cancel the May Election for DeSoto City Council Places 6 & 7, as both places are unopposed.

### 2. DeSoto Chamber of Commerce Update – Laura Terhune, President

- a. Terhune noted the increased focus on “Shop Local” Campaigns, specifically attention toward more business to consumer B2C platforms for local businesses; Metroplex BMX Super Nationals Event March 26-29 in DeSoto, the Chamber has hired a photographer to

take photos for future marketing purposes of the BMX facility; Site Visit to Inwood Bank to assess current marketing practices and create new ways to attract customers; Reunion Capital of Texas advertisement to appear in next month's "Austin Monthly"; Taste of DeSoto new date is Thursday, May 7

3. Discussion and possible action regarding a new Market, Retail, and Traffic Study – Dr. T. Richardson, City Manager

- a. Richardson reported on the need to update the current Hampton Redevelopment Plan which was last updated in 2005; since 2005 DeSoto has experienced significant changes in demographics, household incomes, housing units, and disposable income; the new market study will focus on Hampton Road between Belt Line Road and Pleasant Run Road; new developers are seeking alternative development techniques to the inner city with a focus on specialty retail; the estimate of the new study is \$30,000; RTKL will update the study, RTKL is the same company who developed the study in 2005; Richardson requests the DEDC to partner up to 50% on the updated study to be completed within a month

**Motion by B. May to authorize DEDC CEO to participate in market, retail, and traffic study with the City of DeSoto not to exceed 50% of the total cost not to exceed \$30,000. Second by B. Dendy. Motion approved by L. Williams, B. May, B. Dendy and P. Holloway (4-0).**

**D. BRIEFING BY JEREMIAH QUARLES, DEDC CHIEF EXECUTIVE OFFICER**

a. Scorecard update on current DEDC activities

- i) CEO noted the significant increase in jobs at Williamsburg Village; DeSoto is the 35<sup>th</sup> most charitable zip code in DFW reported by the Dallas Business Journal, the only Best Southwest city on the list; Increased inquiries from marketing efforts in D CEO Magazine and Dallas Regional Chamber Annual Relocation Guide; Top 5 BBQ plans to open in April at Town Centre Development; Project Oliver (Fortune 20 eCommerce center) and Project I-20 (trucking company relocation from Grand Prairies) are still in the works and discussion with Planning & Zoning;
- ii) DEDC Board Retreat: Tuesday, April 21 9:00am at the DeSoto Heliport

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

- i) Heliport Association International Heli-Expo presentation to Heliport Committee; teleconference with Ben Warnecke with Baceline Investments regarding development at Pleasant Run Health Plaza; teleconference with Ridgeline Property Group regarding 430,000 SF industrial spec building at I-35E and Centre Park Boulevard; Site Visit to Universal Machine Company; Submitted RFP for "Project

Murray" from Rubicon Representation, 250,000 SF assembly and distribution facility, 15 acres, \$30 million capital investment; 150 jobs; \$300 million business personal property; Site Visit to Williamsburg Village; Submitted RFP for "Project Purple Comfort"; Meeting with Glen Garfield regarding potential development on 60 acres at intersection of Bolton Boone Road and Daniieldale Road; Teleconference with representative of "Project I-20"

**c. Additional Announcements**

- i) Texas Aviation Conference, San Marcos, TX (April 15-17)
- ii) Dallas Regional Chamber Business Recruitment Trip, New York City (April 14-17)
- iii) DEDC Board Retreat, DeSoto Heliport (April 21)

**E. ADJOURNMENT**

With no further business to discuss President Williams adjourned the meeting at 10:35 a.m.



**Lucious Williams, Board President**



**Perry Holloway, Secretary/Treasurer**