



DESOTO ECONOMIC DEVELOPMENT CORPORATION

BOARD MEETING MINUTES

April 28, 2014

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, April 28, 2014**, 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
Michael Hurtt, DEDC Board Vice-President
Perry Holloway, DEDC Sec./Treasurer (9:35 a.m.)
Belinda May, DEDC Board Director
Bill Dendy, DEDC Board Director

Staff Present: Jeremiah Quarles, CEO
Antoine Long, DEDC Economic Development Specialist

Also Present: Pete Smith, DEDC Legal Counsel
Curtistene McCowan, City Council Member – City of DeSoto
Laura Terhune, DeSoto Chamber of Commerce President

At 9:01 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 March 31, 2014 DEDC Board Meeting Minutes.
Motion by B. May to approve Consent Agenda. Second by M. Hurtt. Motion approved 4-0.
2. Approval of the DEDC Financials through March 31, 2014.

Motion by M. Hurtt to approve Consent Agenda. Second by B. Dendy. Motion approved 4-0.

C. REGULAR AGENDA – NEW BUSINESS

1. City Liaison Update – Council Member Curtistene McCowan updated DEDC Board on City Council events, meetings, projects etc. including:

- a.) A report on a representative from Atmos Energy future plans to consolidate DeSoto and Waxahachie operations, with a potentially future facility in DeSoto. Follow-up information was sent to DEDC CEO Jeremiah Quarles.
- b.) A report about the City of DeSoto Neighborhood Grant Program regarding the distribution of funds to the Home Owners Association; line item of \$20,000 was approved and awarded to 18 DeSoto Home Owner Associations. The second round of grants were approved at the last City Council meeting on April 15.

2. Update from the DeSoto Chamber of Commerce President – Laura Terhune

- a) Ms. Terhune reported on the start of monthly informational luncheons spearheaded by the DeSoto Chamber. The first luncheon took place with DeSoto ISD Superintendent Dr. Harris on April 22; a proposed State of the City with Mayor Sherman to take place every January. DeSoto will have their Chamber Board Meeting/Town Hall Meeting April 29 at Hampton Inn from 5-7pm. Next Chamber monthly luncheon is planned to feature State Rep. Helen Giddings to discuss next legislative session topics, tentatively set to take place June 17 11:30am at City Hall or Clarion Hotel.
- b.) Revolving Loan Fund/Small Business Inquiries for April: out of 40small business inquiries only one is actively pending. Terhune mentioned 3 criteria that she would like to set for Loan Program: 1.) business must be in City of DeSoto, 2.) business must have been declined by traditional lender and 3.) business must have a certified business plan from the Small Business Development Center.

D. BRIEFING BY JEREMIAH QUARLES, DEDC CHIEF EXECUTIVE OFFICER

1. Scorecard update on current DEDC activities

- a.) Twister Spirit Athletics(TSA), a cheerleading/gymnastics practice facility, will be relocating to DeSoto at 100 Ezell Dr. and will occupy 15,000 SF; construction will begin in

May 2014. TSA is the largest minority-owned Gymnastics business in the DFW Metroplex.

b.) Quarles contacted Cory Green with Atmos Energy to inquire about future consolidation plans. The company is looking for 4-5 acres for a build-to-suit facility for operations that will be consolidated between their Waxahachie and DeSoto locations. Quarles plans to meet with representatives with Atmos Energy in the next 2-3 weeks.

c.) Avera met with Planning & Zoning the week of April 21st and they are moving forward with the construction of the 450,000 spec building at Centre Park across from Hampton Inn.

d.) DeSoto Heliport is scheduled to open by the end of May 2014.

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

a.) A. Long noted the DEDC's activities for the month of April. Highlights include: site visit to Kohl's distribution center with Brandon Handy and he noted of increased employment numbers, technological capabilities, and new capital investments since the last site visit B. May noted of a need for a summer youth Job Fair; site visit to ITT Tech DeSoto campus; attended 32nd Annual Texas Aviation Conference to raise awareness of DeSoto Heliport; RFP from Dallas Regional Chamber for Project Mola and a Solar Panel manufacturer; Quarles attended Texas One recruitment trip to New York with Gov. Rick Perry; correspondence sent to various food chains and restaurants for expansion to DeSoto; a quick checkup visit to Clarion Hotel; staff contacted representatives from Kaplan Test Prep for possible expansion into DeSoto; BrandEra Marketing work session to take place with staff on Wednesday April 30th.

E. BOARD WORKSHOP

Board President Williams called for a 15-minute recess at 10:00 a.m.

Board President Williams called the meeting back to order at 10:15 a.m.

Goals discussed in DEDC Workshop: The work plan should be updated to align directly with the scorecard report and ultimately aligns with the city's 5-year strategic plan. There should be a differentiation between retention and attraction efforts of the EDC staff including a measure for number of employees and capital investments in each category. The staff is to create a criterion for site visits to local businesses and create a rotating schedule to visit throughout the year; based on criteria, number of employees, capital investments. DEDC yearly goal is to gain

\$20 million in capital investment for each year of the 5-year strategic plan. Analyze the sales tax revenue and ensure it is incrementally increasing as stated in the work plan. The CEO is to contact the city's Finance Director to talk about the financial impact of tax revenue year to year. The EDC staff will start to prepare its Quarterly Report to present to the City Council in June. The next board meeting is scheduled for 9:00 a.m. Friday, May 16 in the Council Conference Room.

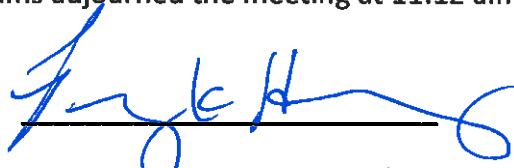
Motion by M. Hurtt to adjourn the meeting. Second by B. Dendy. Motion approved 5-0.

F. ADJOURNMENT

With no further business to discuss President Williams adjourned the meeting at 11:12 a.m.



Lucious Williams, Board President



Perry Holloway, Secretary/Treasurer