



## **DESOTO ECONOMIC DEVELOPMENT CORPORATION**

### **BOARD MEETING MINUTES**

**August 22, 2016**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, August 22, 2016** 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  
Stephanie Bowers, Board Director  
Curt Krohn, Board Director

**Staff Present:** Jeremiah Quarles, Chief Executive Officer  
Steven Drake, Economic Development Specialist  
Alicia Villanueva, Administrative Assistant

**Also Present:** Laura Terhune – President/DeSoto Chamber of Commerce  
Lori Volheim – Ad Art Signs

**Absent:** Bobby Waddle, Board Director  
Councilmember Deshaundra Lockhart Jones  
Pete Smith, Attorney

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 Curt Krohn

## **B. CONSENT AGENDA**

1. Approval of the July 25, 2016 Board Meeting Minutes
2. Approval of the DEDC Financials through July 31, 2016

**Motion by Board member May. Second by Board member Krohn to approve Consent Agenda. Motion approved by Board members May, Krohn, Bowers and Williams (Motion approved 4-0, Waddle absent)**

## **C. REGULAR AGENDA – NEW BUSINESS**

1. City Liaison Update – Councilmember D. Lockhart Jones update on City Council events, meetings, etc.

Councilmember Lockhart Jones was not present at the meeting.

2. DeSoto Chamber of Commerce Update - Laura Terhune, President
  - a. DeSoto Chamber staff is working on a Third Quarter Luncheon for September 15<sup>th</sup>, which will also incorporate a Chamber member appreciation portion during the luncheon.
  - b. The Annual Gala “Planning for the Future” is scheduled for Saturday, November 5<sup>th</sup> at the Hilton Garden Inn.
  - c. The Second Annual “Taste of DeSoto” is planned for Thursday, September 29<sup>th</sup> in the Bluebonnet Room of the DeSoto Civic Center.
  - d. Best Southwest TGIF Breakfast Series “Tourism – Our Cleanest Industry” will be held on Friday, August 25<sup>th</sup> at Methodist Charlton Hospital.
  - e. The DeSoto Live event is scheduled for Labor Day weekend on Saturday, September 3<sup>rd</sup> with vendors and music entertainment.
  - f. Terhune mentioned that there are currently no revolving loan applications pending.
  - g. The Chamber held a small business workshop titled “Financial Literacy – A Consultative Approach to Banking for Small Business” on August 19<sup>th</sup>. The guest speaker was from BB&T Marketing President. The attendance was small, but was very engaged. Workshops are offered as a benefit with membership.
  - h. Terhune has met with the City about help with building a new facility for Chamber headquarters. Terhune also met with Tom Johnson regarding the possibility of hiring an architect. The Chamber has set up a special reserve account to begin the process of possibly building a new facility.
  - i. Terhune also requested assistance from the DEDC Board to be a part of the “City of DeSoto Day” on September 21<sup>st</sup>, for Leadership Southwest. The “City

of DeSoto Day” will include tours/visits of businesses and departments within the City of DeSoto.

3. Discussion and action on new Eagle Business & Industrial Park signage - Lori Volheim, Ad Art

- a. Volheim gave a brief overview of the Los Angeles-based company, which also has a Dallas office. Volheim presented a proposal on new signage design for Centre Park with the intent of adding taller signs with more visibility. The proposal also included illuminated signage.
- b. The Board had additional recommendations regarding signage spacing and solar panels, to which Ms. Volheim said she will address and re-assess for possible Board approval.

**D. BRIEFING BY JEREMIAH QUARLES – DEDC CEO**

1. Scorecard update on current DEDC activities

Highlighted community successes: Top 5 BBQ featured in coveted barbecue section of Texas Monthly; Texas Workforce Commission highlighted DeSoto as one of the state’s top cities with a significant decrease in unemployment from previous year, in their June 2016 report on Texas Cities Ranked by Largest Over-the-Year Unemployment Rate Drops.

2. Update on local site visits and retention efforts – Steven Drake, Economic Development Specialist

Drake visited location with CEO and met with representatives from Project Dalmatian, looking for site to build. Drake also submitted Project Stork RFP. Drake also attended Housing and Urban Development (HUD) grant writing workshop, organized by Congressman Marc Veasey in Grand Prairie. Drake attended Development Review Committee meeting regarding several projects/plans discussed for development.

**E. ADJOURNMENT**

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

  
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Lucious Williams, Board President

  
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Curt Krohn, Secretary/Treasurer