



**DESOTO ECONOMIC DEVELOPMENT CORPORATION  
SPECIAL CALLED BOARD MEETING MINUTES  
DECEMBER 9, 2019**

The DeSoto Economic Development Corporation (DEDC) Board, DeSoto City Council and Planning and Zoning Commission met at **6:00 p.m. on Monday, December 9, 2019** in the Civic Center Bluebonnet Room located in City Hall at the DeSoto Town Center, 211 East Pleasant Run Road, DeSoto Texas 75115.

**Present:** Curtis Krohn, Board Vice President  
Michelle Jordan, Board Secretary/Treasurer  
Dr. Delva King, Board Director  
Paul Griffin, Jr., Board Director

**Absent:** Bobby Waddle, Board Director  
Kay Brown — Patrick, Council member, City of DeSoto

**Staff Present:** Joe Newman — Chief Executive Officer

**Also Present:** Sean Garretson, President, Pegasus Planning and Development  
Mayor Curtistene McCowan, Mayor, City of DeSoto  
Nicole Raphiel, Council member, City of DeSoto  
Andre' Byrd, Sr., Council member, City of DeSoto  
Dr. Dinah Marks, Council member, City of DeSoto  
Candice Quarles, Council member, City of DeSoto  
Kenzie Moore III, Council member, City of DeSoto  
Preston Gilstomp, Planning and Zoning Commission  
Keith Stone, Planning & Zoning Commission  
Mackee Johnson, Planning and Zoning Commission  
Andreana Coleman Planning and Zoning Commission  
Theo Peugh Planning and Zoning Commission  
Scott McDonald Planning and Zoning Commission  
Brennan Kane, Halff Associates  
Other City of DeSoto Employees, consultants, and guests

1. **At 6:02 p.m. Mayor Curtistene McCowan, City of DeSoto, called the DeSoto City Council meeting to order and acknowledged the presence of a quorum.**

**At 6:03 p.m. Chairman Keith Stone, Planning and Zoning Commission, called the Planning and Zoning Commission meeting to order.**

**At 6:45 p.m. Vice President Curt Krohn, DEDC, arrived at the meeting and called the DEDC Board meeting to order.**

- a. Pledge of Allegiance led by Councilmember Candice Quarles.
  - b. Invocation was by Councilmember Andre' Byrd, Sr.
  - c. Introduction of the members of the DeSoto City Council.
  - d. Introduction of the members of the DeSoto Economic Development Corporation Board.
  - e. Introduction of the members of the Planning and Zoning Commission.
  - f. Introduction of Sean Garretson, President, Pegasus Planning and Development.
2. Discussion, presentation and strategy session by Sean Garretson, President, Pegasus Planning and Development regarding the revitalization of the Hampton Road Corridor.
- a. Sean Garretson, President, Pegasus Planning and Development, showed a slide presentation that outlined his "Market Analysis of the Hampton Road Redevelopment" area and his suggested ways of improving the area.
  - b. After a brief discussion among the DeSoto City Council, Planning and Zoning Commission (P&Z) and DEDC board members, Sean Garretson, President, Pegasus Planning and Development instructed everyone to break into five groups and write down their vision. Each group presented their findings below (in no particular order):

#### GROUP #1

##### Strategic Priorities:

1. Mixed use zoning needs to increase height and density.
2. Walkability such as improve infrastructure and narrow roadways.
3. Entertainment such as trails, river and creek gathering place plus housing and retail.
4. Hire a master developer and create a Tax Increment Financing (TIF) Overlay.

#### GROUP #2

##### Strategic Priorities:

1. Address zoning issues to maximize density and attract retail.
  - a. Create overlay district via planned development to address height restrictions.
  - b. Hold alcohol referendum.
2. Identify financial model to kick-start growth.
  - a. Hotel room tax
  - b. Partner funding via Dallas County
  - c. Utilize funding for Retail Coach
  - d. Ask the DeSoto City Council to create a line-item in the Fiscal Year 2020 -2021 budget. (HOT fund, General Fund/DEDC).
  - e. Create a PID (Public Improvement District)

3. Request for Proposal (RFP) for a master developer
  - a. Urban planning design for walkable urban core
  - b. Supplement urban core via arts and entertainment

GROUP #3

Strategic Priorities:

1. Retail and upscale restaurants
2. Have kid-friendly entertainment
3. Have nightlife entertainment with restaurants that stay open later.
4. Document a written shared vision.
5. Create a master plan with a consultant.
6. Partner with developers who understand DeSoto's vision.

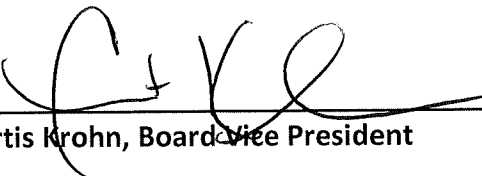
GROUP #4

Strategic Priorities:

1. Hire a Master Developer
2. Request for Proposal (RFP) to developers
3. Access management
4. Streetscape and public arts policy
5. Market strategy and offer awards

**ADJOURNMENT**

With no further business to discuss DeSoto Mayor Curtistene McCowan, P & Z Commission Chairman Keith Stone and DEDC Board Vice President Curtis Krohn adjourned the meeting at 7:49 p.m.

  
Curtis Krohn, Board Vice President

  
Michelle Jordan, Board Secretary/Treasurer