



**DESOTO ECONOMIC DEVELOPMENT CORPORATION
BOARD MEETING MINUTES
JANUARY 27, 2020**

The DeSoto Economic Development Corporation (DEDC) Board met at **9:00 a.m. on Monday, January 27, 2020** in the Council Conference 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
Bobby Waddle, Board Director
Dr. Delva King, Board Director
Paul Griffin, Jr., Board Director

Staff Present: Joe Newman — Chief Executive Officer
Vanessa Barrios — Research and Business Development Manager
Cynthia Noble — Administrative Assistant

Also Present: Melissa Adams — Accounting Manager, City of DeSoto
Mayor Curtistene McCowan — Mayor, City of DeSoto
Renee Johnson — Interim City Manager, City of DeSoto
Tracy Cormier — Director of Finance, City of DeSoto
Andre' Byrd, Sr. — Councilmember, City Council Liaison, City of DeSoto
Kenneth Govan — Board Chairman, DeSoto Chamber of Commerce
Pete Smith — Attorney, Nichols, Jackson, Dillard, Hager & Smith, LLP
Terry Toomey — Executive Director, The Industry HUB
Monte Anderson — Owner, Options Real Estate
Dr. Dinah Marks — City Councilmember, City of DeSoto
Latoya Moppins — Owner, Glorious Gerkins
Dominque Reddic — Owner, Way to Go Catfish
Patricia Davis — Executive Director of Advancement, Cedar Valley Community College
Dr. Joseph Seabrooks — Admin. Assist. to the President, Cedar Valley Community College

At 9:03 a.m., Board Vice President Curtis Krohn called the meeting to order and acknowledged the presence of a quorum.

A. REGULAR SESSION – CALL TO ORDER

1. Invocation was given by DEDC Board Vice President, Curtis Krohn.

B. CONSENT AGENDA

1. Minutes and income and expenses:

- a. Consideration and approval of the December 16, 2019 DEDC Board Meeting Minutes.
- b. Consideration and approval of the November 30, 2019 income and expenses.
- c. Consideration and action to approve D Magazine Partners – Dallas Regional Chamber Economic Development Publications for the amount of \$5100.
- d. Consideration and action to approve the Governor’s Economic Development Guide which will print in the spring in the amount of \$5000.

Motion by Board Director Bobby Waddle to approve the consent agenda items as presented Motion seconded by Board Secretary/Treasurer Michelle Jordan. Motion approved by Board members Curtis Krohn, Paul Griffin, Jr., Bobby Waddle, Michelle Jordan, and Dr. Delva King.

C. REGULAR AGENDA - NEW BUSINESS

1. Discussion and possible action to approve the grant for Cedar Valley Community College in the amount of \$50,000 to help facilitate the Commercial HVAC Training Program.
Board Director Paul Griffin, Jr. motioned to approve the grant for Cedar Valley Community College to facilitate the Commercial HVAC Training Program in the amount of \$50, 000; all of which will be provided specifically and solely for students that reside in DeSoto, Texas. Motion seconded by Board Secretary/Treasurer Michelle Jordan. Motion approved by Board members Curtis Krohn, Paul Griffin, Jr., Michelle Jordan and Dr. Delva King. Board Director Bobby Waddle opposed. Motion passes 4 to 1.
2. Capital Improvement Project Updates. Presented by Crystal Owens, Director of Developmental Services. Crystal Owens, Director of Developmental, gave an overview of what constitutes a Capital Improvement Project (CIP). She gave CIP updates on what they have been working on in the past, what they are working on now, and what phases of development they are concentrating on currently. She discussed which projects from the DeSoto Developmental Services were submitted to Dallas County for the “Dallas County 7th Call for Projects”. She reported that the Five Year Horizon Capital Plan is a plan from Developmental Services that consist of projects of \$100,000 or greater. She explains they assess the CIP’s from a budgeting stand point, the planning commitments, and the bond elections. In summary, she points out that Developmental Services evaluates the CIP in regards to how effectively Developmental Services utilizes the CIP to meet the growing needs of the DeSoto community.
3. City Council Liaison’s update regarding city events, meetings, etc. by Councilmember Andre’ Byrd, Sr., City Council Liaison. Councilmember Andre’ Byrd, Sr. thanked Crystal Owens, Director of Developmental Services, for coming to the Board to give her informative presentation. He prompted the Board of Directors to anticipate more information pertaining to the DeSoto City Council’s interest in creating a “Public Improvement District” for the City of DeSoto at the southern sector of Westmoreland Road and Daniieldale Road. He pointed out that this “Public Improvement District” is part of the “Dallas County 7th Call for Projects” that Crystal Owens, Director of Developmental Services, spoke about in the earlier presentation. He explained that he wants to wait until after the DeSoto City Council meets on Tuesday, February 4, 2020 to report any additional information regarding the “Public Improvement District” to the Board of Directors.

4. Grow DeSoto Market Place (GDMP) Incubator Financial Status Report. Presentation by Monte Anderson, Owner, Options Real Estate.
 - a. Monte Anderson, Owner, Options Real Estate, said while considering the past 12 months, the GDMP currently is 83.47% occupied. Mr. Anderson said currently almost all of the restaurant's spaces are full; however, they have not yet all moved into their leased spaces. The GDMP is still lacking occupancy of some of the retail spaces as well. However, he pointed out that they did well in the month of December. He said over the last 12 months, we received at the highest point about \$26,000 in income and at the lowest point about \$18,000 in income.
 - b. Mr. Anderson mentioned that overall the attitude of the tenants seemed better and felt different now; it was probably a result of the Shark Tank casting call event at GDMP. Joe Newman, CEO, said on Sunday for that event there was a full parking lot, and he was disappointed that many of the businesses were closed that day. Dr. Delva King, Board Director reiterated that she was at GDMP on Sunday for the Shark Tank casting call, and she also viewed many of the business were closed as well. Mr. Anderson made suggestions to remedy the business losing business by being closed. He said it most likely is due to tenants needing to work another job. As a remedy he suggested making set hours during peak shopping times mandatory for the businesses to be open. Both Mr. Anderson and Mr. Newman agreed that requiring them to be open has been a difficult change to enforce thus far. Likewise, the Board Directors agreed that it is crucial that the businesses be open on all Saturdays and for all special events.
 - c. In addition, Mr. Anderson informed the Board of Directors of some of the new restaurants that are scheduled to move into the GDMP as well as some of the new tenants that have recently moved in. For instance, the HeyyHealers Holistic Health and Wellness whom he feels has brought an uplifting energy to the space.
 - d. Councilmember Andre Byrd, City Council Liaison, suggested marketing the GDMP to the public as more of a "Destination Place" with events such as a "First Thursday" or a "Jazz night" for example. Finally, Mr. Anderson and Terry Toomey, Executive Director, The Industry HUB, concluded that oftentimes events have been and are currently scheduled in a similar fashion; all of which can be viewed on the calendar located on the GDMP website.
5. The Industry HUB's Activity Summary Report for December 2019 presented by Terry Toomey, Executive Director, The Industry HUB.
 - a. Terry Toomey, executive Director, The Industry HUB, said many of the things that were discussed have already happened, such as the GDMP interviews by CBS. She explained CBS wants to do some co-advertising with them on some related things that the GDMP is doing and other related things that CBS are doing. Ms. Toomey said we send the events announcements out on social media to all of our tenants so they can put it on their social media pages as well. For example, she announced, we will have a comedy night on Saturday, February 1, 2020. Currently, she said she is negotiating with an outside vendor for a comedy show for a special Saturday night event once a month. She encouraged everyone to check the events calendar on the home page of the website for the special events. She reiterates they are trying to concentrate our marketing around the special events. Finally, Ms. Toomey said Peace, Love & EatZ will participate with Oprah Winfrey as part of her Weightwatcher's Vision tour to try to get people to eat better and healthier.

- b. Councilmember Dr. Dana Marks introduced Latoya Moppins, Glorious Gherkin's "Exotic Gourmet Pickle" entrepreneur with over 500 flavors. Councilmember Dr. Marks said Ms. Moppins pitched her idea at Nebraska Furniture Mart for the Shark Tank casting call on Saturday, January 25, 2020 and at the GDMP Shark Tank casting call on Sunday, January 26, 2020; whereas, she is expecting a call back.
 - c. Ms. Laytoya Moppins said she is also known as (aka) "Ms. Taste Bud Changer", and she told of her personal struggles in starting her own business. She discussed in detail her positive experience with the show Shark Tank during the casting call on Sunday at the GDMP as well. Furthermore, she explained how she received exposure in 2017 from interviews with WFAA, with the exposure from Walmart since they imitated her pickle brand; as well as, in 2019 when she was chosen by the Texas Rangers to create their official "Red White, and Blue hotdog". Likewise, she continued to praise Ms. Toomey for all of her assistance and inspiration while starting her business. She concluded DeSoto has been a delightful place to live since she arrived in 2005. Lastly, she exclaimed, "She wants to "Do DeSoto Proud!"
6. DeSoto Chamber of Commerce Update – Kenneth Govan, Board Chairman, DeSoto Chamber of Commerce.
- a. MEMBER SERVICES:
 - i. Member Networking are as follows:
 - 1. "Good Evening DeSoto" will be held on Tuesday, February 11, 2020 at 5:00 p.m. to 7:00 p.m. at South Toyota at 39660 Lyndon B. Johnson Freeway, Dallas, Texas, 75237.
 - ii. The Ribbon-Cutting Ceremonies and Ground Breaking Ceremonies are as follows:
 - iii. Bellwether Ridge Apartments will be having a Groundbreaking/Chamber Ribbon Cutting to be held on Thursday, January 30, 2020 at 11:30 a.m.
 - b. New Members are as follows:
 - i. HeyyHealer Holistic Health + Wellness is a new member.
 - ii. Keller Williams is a new member.
 - iii. RPG Capital Management is a new member.
 - iv. Square Cabinetry is a new member.
 - c. Group Health Insurance is now available to the DeSoto Chamber of Commerce members only.
 - i. We completed meeting with Liberty Mutual members and local businesses to offer this service as a member benefit.
 - ii. Benafix Solutions is now meeting with members and local businesses to offer this service as a member benefit.
 - d. ECONOMIC/ BUSINESS DEVELOPMENT/BREP/SHOP LOCAL:
 - i. We are participating in a new customer service initiative called the Intercity Customer Service Initiative (ICSI) along with the City of DeSoto, Cedar Valley College, and the BSW Partnership Region.
 - e. COMMUNITY EVENTS (leading, assisting, or promoting):
 - i. We are attending "Pitch Mondays" for new business applicants to the Grow DeSoto Market Place.
 - ii. The Annual State of the City will be held on Wednesday, February 12, 2020 at 11:00 a.m. at Home2Suites located at 1300 E. Centre Park Blvd., DeSoto, TX 75115.

- f. TOURISM ACTIVITIES:
 - i. We coordinated hotel stays for out of town participants to the HOPE Summit hosted by Texas House Representative Carl Sherman, Sr. District 109 and Cedar Valley College to be held on Friday, February 7, 2020 at Cedar Valley College.
 - g. FUNDRAISING/ BUDGET:
 - i. We are continuing the current marketing campaign.
 - h. Site Visit Report by Kenneth Govan is as follows:
 - i. Mr. Govan submitted a monthly site visit report and discussed it during the meeting to the Board of Directors. He noted he visited Thorntree Country Club, which will be hosting "Good Evening DeSoto" where they will be giving gourmet samples to the attendees to show that they are becoming a 5 star restaurant.
 - ii. Mr. Govan said that the executive committee has agreed to hire a contractor to help with initial events, special events, luncheons, fund raisers, Good Morning DeSoto, Chamber Master and assisting Veronica Shanklin, Marketing Manager, DeSoto Chamber of Commerce, with any marketing needs.
 - iii. Mr. Govan concluded currently we have a search committee for a DeSoto Chamber of Commerce President. We have recovered the old job description for a Chamber of Commerce President that we will finalize tomorrow. We hope to have the search completed by March 2020.
7. Financial Status Report. Presentation by Melissa Adams, Accounting Manager, City of DeSoto.
- a. Melissa Adams, Accounting Manager, City of DeSoto, explained the Financial Status Report which included: A General Fund Balance Sheet, Summary of Revenues and Expenditures, and Details of Revenues and Expenditures as of December 31, 2019.
 - b. Ms. Adams reviewed with the Board of Directors the Balance Sheet, Summary of Revenue and Expenditures, Summary of Sales Tax Revenue, Summary of Expenses Year to Date, and Budgeted Expenses Year to Date and answered any questions they had regarding December's report.

Board Vice President Curt Krohn called for a 10 minute break at 11:01 a.m.; whereas afterwards in 19 minutes the Board reconvened at 11:20 a.m. instead.

- 8. Discussion and possible action to appoint an Audit Committee in preparation of the regular annual audit. The DEDC Board of Directors discussed and recommended that the audit committee consist of Board Director Dr. Delva King, and Board Secretary/Treasurer Michelle Jordan. Also, they discussed having each Board member bring to the Board an outside candidate that they would recommend for the Audit Committee in order to create a three or four person committee. **Board Director Bobby Waddle motioned to recommend and approve board Director Dr. Delva King, Board Secretary/Treasurer Michelle Jordan, Rena' Thomas, and David Reininga for the DEDC Annual Audit Committee. Motion seconded by Board Director Paul Griffin, Jr. Motion approved by Board members Curtis Krohn, Bobby Waddle, Michelle Jordan, Paul Griffin, Jr. and Dr. Delva King.**
- 9. Consideration and possible action to approve the Election of DEDC 2020 Officers. **Board Director Bobby Waddle motioned to approve the DEDC President to be Curtis Krohn, the DEDC Board Vice President to be Dr. Delva King, and DEDC Board Secretary/Treasurer continues to be**

Michelle Jordan. Seconded by Board Director Paul Griffin, Jr. Approved by Board members Curtis Krohn, Bobby Waddle, Michelle Jordan, Paul Griffin, Jr. and Dr. Delva King.

10. Consideration and action to approve the Façade Renovation Grant for the Cheesesteak Bar Restaurant. Joe Newman said that there will be two new restaurants in the DeSoto Town Center. Board President Curtis Krohn tabled this item until next month. No Action.

Board President Curt Krohn called for a break at 11:45 a.m.

The Board convened into Executive Session at 12:00 p.m. to discuss the following items:

D. EXECUTIVE SESSION

Texas Government Code, Section 551.087: Economic Development Deliberation:

1. Deliberation and Discussion regarding reimbursement grant to Global Prime (Skilled Nursing Center on Hampton).
2. Deliberation and Discussion Regarding the Economic Development Incentives for Project Methodist. Deliberation and Discussion Regarding the Economic Development Incentives for Project Germany.
3. Deliberation and Discussion Regarding Forensic Auditor's Report and next steps.

Texas Government Code, Section 551.074: Personnel:

1. Annual Review of Joe Newman, Chief Executive Officer, DEDC.

Board Secretary/Treasurer Michelle Jordan left the Executive Session at 12:40 p.m.

Board President Curtis Krohn reconvened into Open Session at 1:17 p.m.

E. RECONVENE INTO OPEN SESSION

No action.

F. ACTION AS A RESULT OF EXECUTIVE SESSION

Board President Curt Krohn explained that the Board wants to do some research to find a tool they can use to assist in providing a more standardized and more formal evaluation of Joe Newman for the annual review. Therefore, the Board will compile their researched information and present it at the next Board meeting. Also, Joe Newman, CEO, announced to the Board that he intends to reside in the Dallas-Fort Worth area permanently in the near future to be near family.

G. BRIEFING BY THE CHIEF EXECUTIVE OFFICER REGARDING THE STATUS OF PENDING DEDC PROJECTS

1. Mr. Joe Newman, CEO, gave a brief summary of what projects the DEDC orchestrated and what activities were performed over the past month. He discussed the forensic auditor's fee's that were billed beyond the \$45,000 amount approved by the Board. He explained that the forensic auditors will apply adjustments to the invoices to reflect the capped amount of \$45,000 that the Board previously agreed upon, which will save the DEDC about \$12,000.
2. Mr. Newman met with Evan Smith, a Weitzman Group Real Estate developer, regarding any

possible incentives for remodeling the shopping center next to the Jack in the Box on the corner of Pleasant Run and Hampton Road. Mr. Newman informed the Board of Directors that Mr. Evans contacted him to determine if and when his request could be placed on the next agenda.

3. Mr. Newman said he met with Perry Holloway, former DEDC Board President, and a representative of the company regarding Project Methodist. He explained that it has not moved forward since they needed additional time to get the other initial investors involved.
4. Mr. Newman mentioned that Vanessa Barrios, Research and Business Development Manager, and he worked at the DEDC information booth at the International Council of Shopping Centers (ICSC) Red River States Conference in Fort Worth from Wednesday, January 8, 2020 – Friday, January 10, 2020. Board President Curtis Krohn, Board Director Dr. Delva King, and Board Director Paul Griffin, Jr. attended the ICSC Conference as well. He said he began calling everyone who gave him their business card which he said he intends to follow up with each of them.
5. Mr. Newman explained that one developer he met at ICSC asked about incentives that the DEDC offers; however, he wishes to bring another hotel to DeSoto. Mr. Newman informed this developer that the DEDC Board and the DeSoto City Council may become interested in a hotel if it included a convention center next to it.
6. Mr. Newman said that Board Director Bobby and he went touring all around the City of DeSoto with the project manager of the Retail Coach. He said the Retail Coach's manager believes the DEDC should be represented at the ICSC Conference in Las Vegas on Saturday, May 16, 2020 to Wednesday, May 20, 2020, and he plans to attend it if there are no objections. He reminded them that the former McGraw Hill building is being seriously considered; so we must see what we can do with it.
7. Mr. Newman said we started off the calendar year for last month badly; sales tax allocations are down 8.9% compared to December 2019. However, he said overall the sales tax is up 2.66% for the calendar year. He made comparisons of DeSoto to the cities in the surrounding area. He said that the unemployment rates are ok, so we are focusing on more quality of life things for the City.
8. Mr. Newman reviewed with the Board of Directors the activity on the Scorecard. Then he reviewed to the Board of Directors the activities of the Retail Coach and mentioned that they will be giving a presentation on Saturday, February 8, 2020, at the Winter Retreat workshop for the DeSoto City Council. Finally, he reminded the Board of Directors that the Winter Retreat for the DeSoto City Council will be from Friday, February 7, 2020 to Saturday, February 8, 2020.

H. BOARD ANNOUNCEMENTS

Board President Curtis Krohn announced that he is a part of an organization called "Concerned DeSoto Citizens" partly founded by Mayor Curtistene McCowan and her husband along with several other DeSoto couples. Currently, we have "Gospel Fest" at Church of the Disciple on Sunday, February 16, 2020 at 4:30 p.m. He explained that it is a fund raiser and all of the proceeds are going to scholarships for DeSoto students. Councilmember Andre' Byrd, Sr. said that the church he attends, Ovilla Road Church of the Nazarene, was invited to provide music for this festival for the first time this year, which he exclaimed he is very excited about it. Councilmember Andre' Byrd, Sr. informed everyone that Kat Gardner is the headliner for the event as well. Board Director Bobby Waddle gave an update regarding the Heliport's newest tenant Petroleum Helicopter International (PHI) and Alert Medical which is the same organization as Care Flight. Director Bobby Waddle concludes that it's a huge organization which has been in business since 1949.

I. ADJOURNMENT

With no further business to discuss Board Vice President Curtis Krohn adjourned the meeting at 1:37 p.m.


Curtis Krohn, Board President


Dr. Delva King, Board Vice President