



**DESOTO ECONOMIC DEVELOPMENT CORPORATION  
BOARD MEETING MINUTES**

**MAY 18, 2020**

The DeSoto Economic Development Corporation (DEDC) Board met at **9:00 a.m. on Monday, May 18, 2020** by videoconference at [www.gotomeeting.com](http://www.gotomeeting.com) and was live streamed on the City of DeSoto's website at [www.desototexas.gov](http://www.desototexas.gov).

**Present:** Curtis Krohn, Board President  
Dr. Delva King, Board Vice President  
Bobby Waddle, Board Director  
Paul Griffin, Jr., Board Director

**Staff Present:** Joe Newman — Chief Executive Officer  
Cynthia Noble — Administrative Assistant

**Also Present:** Melissa Adams — Accounting Manager, City of DeSoto  
Brandon Wright — City Manager, City of DeSoto  
Natalia Aumedes — Assistant to the City Manager, 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  
Tracy Cormier — Director of Accounting, City of DeSoto  
Tom Figert — Director of Information Technology, City of DeSoto  
LaKesha Raynor — Relationships Manager Solutions Development, Cedar Valley College

**Absent:** Michelle Jordan, Board Secretary/Treasurer

**At 9:06 a.m., Board 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 President Curtis Krohn.

**B. CONSENT AGENDA**

1. Minutes and income and expenses:
  - a. Consideration and approval of the April 27, 2020 DEDC Board Meeting Minutes.
  - b. Consideration and approval of the March 31, 2020 income and expenses.

- c. Consideration and approval of the DEDC Employee Service Award for DEDC staff in the amount of \$400.00 consistent to the City of DeSoto Employee Service Award given to all City of DeSoto Employees.

**Board Director Paul Griffin motioned to approve the consent agenda items as presented Motion seconded by Board Vice President Dr. Delva King. Motion approved by Board members Curtis Krohn, Paul Griffin, Jr., Bobby Waddle, and Dr. Delva King. Michelle Jordan was not present for the motion.**

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

1. Grow DeSoto Market Place (GDMP) Incubator Financial Status Report. Presentation by Monte Anderson, Owner, Options Real Estate.
  - a. Mr. Anderson reviewed the incubator report with the Board directors. Although he expects to collect a little more rent in May, he said he does not expect to collect the normal amount of \$10,000 in rent this month. However, he said we only lost one tenant so far. He said the rest of the tenants either intend to pay their rent on time or extend their lease term with an increased payment over the new lease term. He pointed out that most of the tenants are paying what they can afford now, then extended their least term and increased the rent payment going forward at an affordable rate to make current their past due amount. Likewise, Mr. Anderson said he believes that most tenants (about 75 to 80 percent) are doing the best that they can under these circumstances. Mr. Anderson reported that fortunately last Saturday it was like a festival in the GDMP parking lot.
  - b. Board President Curtis Krohn asked Mr. Anderson if the lost tenant was due to COVID-19. Mr. Anderson explained that the tenant was one of GDMP's first tenants who decided not to renew her lease after she realized she was not able to open up due to COVID-19 restrictions. He acknowledged that she was currently paid up, but just decided to leave.
  - c. Mr. Anderson explained we are back open, but it is not the normal hours. He clarified the restaurants are all serving out of their front windows. He pointed out that there is less services inside, but the health club is back in business. Likewise, he said some of the other tenants are also back in business as well. He said he thinks we will see rent collections increase soon but not in full since the businesses will need some time to get their income back to where it was previously.
  - d. In conclusion, Board Director Curtis Krohn asked the Board of Directors if they had any additional questions regarding the GDMP financials presented in the Board meeting packet by Mr. Anderson.

**Board President Curtis Krohn skipped item # 2 due to technical difficulty and continued forward with item # 3. (Note: All agenda items are recorded to the DEDC Board Meeting Minutes based on the agenda's original sequence).**

2. 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 April 30, 2020.

- 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 April 2020 financial report.
- 3. City Council Liaison's update regarding city events, meetings, etc. by Councilmember Andre' Byrd, Sr., City Council Liaison.
  - a. Councilmember Andre Byrd, Sr., City Council Liaison said that the City of DeSoto staff is doing a wonderful job during COVID-19. He said he has little to report since the DEDC Board meeting is earlier than normal and he would have more to report after the City Council meeting tomorrow.
  - b. Councilmember Byrd, Sr. said that everyone reported enjoying the joint meeting between the DEDC and the DeSoto Chamber of Commerce for the DEDC Luncheon. He exclaimed he has heard only wonderful things and people were very impressed with it. He explained that people said it gave them a better perspective on the good things that are happening; it was very well moderated and done. He expanded people really enjoyed what Mayor Curtistene McCowan, Brandon Wright, City Manager, and Councilmember Candice Quarles did by bringing the county to the table to discuss the City of Desoto. He concluded, he said they really appreciated Joe Newman, CEO, partnering with the DeSoto Chamber of Commerce for the event.
- 4. DeSoto Chamber of Commerce Update – Kenneth Govan, Board Chairman, DeSoto Chamber of Commerce.
  - a. MEMBER SERVICES:
    - i. Member Networking are as follows:
      - 1. There was a Virtual BINGO DeSoto Chamber of Commerce Networking Event, held on Tuesday, April, 21, 2020 at 5:30 p.m. on ZOOM.
      - 2. There was a "Good Morning DeSoto" held on Tuesday, April 28, 2020 at 8:00 a.m. on ZOOM sponsored by Thorntree Golf Club.
      - 3. There was a "Good Evening DeSoto" with a Cinco De Mayo theme held on Tuesday, May 5, 2020 at 5:30 on ZOOM sponsored by Thorntree Golf Club.
  - b. The Ribbon-Cutting Ceremonies and Ground Breaking Ceremonies are as follows:
    - i. There were no ribbon cuttings and no ground breaking ceremonies due to "Shelter in Place".
  - c. New Members are as follows:
    - i. There were no new members reported.
  - d. Group Health Insurance is now available to the DeSoto Chamber of Commerce members only.
    - i. Liberty Mutual met with local businesses to offer this service to them as a member benefit.
  - e. ECONOMIC/ BUSINESS DEVELOPMENT/BREP/SHOP LOCAL:
    - i. DeSoto Chamber of Commerce continued to present ZOOM meeting updates to local businesses on grant and loan programs, City of DeSoto programs, BSW Region programs and Dallas County COVID-19 programs.
    - ii. We participated in the DeSoto Economic Recovery Advisory Task Force, implemented by Mayor Curtistene McCowan.

- iii. The DeSoto Chamber of Commerce presented “TikTok, Using Social Media When it Feels Like Time is Standing Still” on April 28, 2020 on Zoom.
  - iv. The DeSoto Chamber continued to work with the City of DeSoto’s Parks and Recreation Department on revamping the City Convention and Visitor’s Bureau (CVB) center, the website and the program of work.
- f. COMMUNITY EVENTS (leading, assisting, or promoting):
  - i. The DeSoto Chamber of Commerce sponsored the Annual DeSoto Economic Development Corporation Luncheon on Wednesday, May 20, 2020 on Zoom sponsored by Wildwood Development. The Retail Coach presented at the event.
- g. TOURISM ACTIVITIES:
  - i. There are no tourism events at this time.
- h. FUNDRAISING/ BUDGET:
  - i. We are continuing the current marketing campaign.
- i. PERSONNEL CHANGES:
  - i. No personnel changes at this time.
- j. The Site Visit Report by Kenneth Govan is as follows:
  - i. Mr. Govan submitted a monthly site visit report for discussion during the Board meeting with the Board of Directors.
  - ii. Mr. Govan said the Desoto Chamber of Commerce divided up the list of Chamber members among the Chamber Board to have them reach out to members to check-in with each of them during the COVID-19 times.

**President Curtis Krohn skipped to item #6 due to technical difficulties with Terry Toomey.**

5. The Industry HUB’s Activity Summary Report for March 2020 presented by Terry Toomey, Executive Director, The Industry HUB.
  - a. Terry Toomey said she is still working with the tenants to get them on board with the virtual mall. She said the World Health Organization said that the Coronavirus is not going away; it will be with us for a long time. Therefore, she said we need to come up with every alternate strategy that we can think to come up with. For example, she mentioned we saw that Golds Gym just declared bankruptcy, so we are working with Aisha Meeks, The Pit Fitness and Rehab, regarding her gym to get as many customers into the gym with the current 20 percent occupancy rule, to focus completely on keeping the facilities as clean as possible, and to encourage the use of face masks and all safety protocols.
  - b. Ms. Toomey said she is still working with several tenants on the loans. She said she is encouraged about the City Grant Program and she feels it is essential to help our small businesses. She promoted that the recovery will depend heavily on the small businesses. She explained there were 30 million small businesses in this country according to the Small Business Association (SBA). Therefore, she said small businesses having less than 100 employees are her primary focus. She pointed out that many of the businesses have filed for bankruptcy. Lastly, she said the more small businesses we can keep viable, the better our chances of recovery will be.
6. Discussion and considerations for approval on how DEDC can assist small businesses during and after the pandemic. Presentation by Brandon Wright, City Manager, City of DeSoto.

- a. Board Vice President Dr. Delva King asked Mr. Brandon Wright “How can we verify that the businesses have not received any funds from the Small Business Administration (SBA) or other sources?” Mr. Wright explained that currently the responsibility is on the businesses’ side, which they need to certify, not verify, that they have not received any other funding.
- b. Pete Smith, Attorney, said that the guidelines for the funding limitations state that the promotional budget can be used to fund the program. Joe Newman, CEO, said we can do a simple budget adjustment for this program with the \$182,000 under the current grant program budget which can be decided at the upcoming DEDC Board Retreat on Friday, June 12, 2020. Furthermore, he explained that we would not need to use the money in reserves if the Board decided to do this program. Lastly, the Board of Directors continued to further discuss an application procedure for the funding.

**Board Director Bobby Waddle motioned to approve participation in a small business grant program to be established by the City of DeSoto subject to a DEDC budget amendment to provide matching funds and to authorize the DEDC’s CEO to negotiate and execute an agreement with the City of DeSoto to provide the funding. Motion seconded by Board Vice President Dr. Delva King. Motion approved by Board members Curtis Krohn, Paul Griffin, Jr., Bobby Waddle, and Dr. Delva King. Michelle Jordan was not present for the motion.**

Board President Curt Krohn returned to the above mentioned item # 2 and above mentioned item # 5 which were previously skipped due to technical difficulties (Note: All agenda items are recorded to the DEDC Board Meeting Minutes based on the agenda’s original sequence).

Board President Curt Krohn called for a break at 10:23 a.m. Board President Curtis Krohn and Joe Newman, CEO, reminded everyone that the channel will remain open until the Board reconvenes after the Executive Session; while the Board logged into the videoconference meeting reserved at [www.gotomeetings.com](http://www.gotomeetings.com) to convene into Executive Session at 10:45 a.m. to discuss the following items:

#### **D. EXECUTIVE SESSION**

Texas Government Code, Section 551.087: Economic Development Deliberation:

1. Deliberation and Discussion Regarding the Economic Development Incentives for Property Located at 1300 W. Beltline Road, DeSoto, Texas (former Albertson’s location).

Board President Curtis Krohn reconvened into Open Session at 11:46 a.m.

#### **E. RECONVENE INTO OPEN SESSION**

No discussion.

#### **F. ACTION AS A RESULT OF EXECUTIVE SESSION**

No action.

**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 in the emailed report to the Board of Directors.
2. Mr. Newman discussed with the Board of Directors the agenda items for the next DEDC Board Retreat on Friday, June 12, 2020 possibly located at the DeSoto Heliport. Likewise, he emphasized that the budget and the presentation by Wildwood Development are on the agenda for the DEDC Board Retreat. Finally, he pointed out to the Board that sales tax was previously discussed and can be further reviewed in the handout emailed earlier to the Board.

**H. BOARD ANNOUNCEMENTS**

No announcements.

**I. ADJOURNMENT**

With no further business to discuss Board President Curtis Krohn adjourned the meeting at 11:48 a.m.



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Curtis Krohn, Board President



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Dr. Delva King, Board Vice President