



DESOTO ECONOMIC DEVELOPMENT CORPORATION BOARD MEETING AND BOARD RETREAT MINUTES

JUNE 12, 2020

The DeSoto Economic Development Corporation (DEDC) Board met at **9:00 a.m. on Friday, June 12, 2020** at the DeSoto Library, Multipurpose Room, located at the DeSoto Town Center, 211 E. Pleasant Run Road, Suite C., DeSoto, Texas, 75115.

Present: Curtis Krohn, Board President
Dr. Delva King, Board Vice President
Michelle Jordan, Board Secretary/Treasurer
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
Tracy Cormier — Director of Accounting, 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
Dr. Dinah Marks — Councilmember, City of DeSoto
LaKesha Raynor — Relationships Manager Solutions Development, Cedar Valley College
Tom Figert — Director of Information Technology, City of DeSoto
Rik Adamski — President, Ash+Lime

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 Councilmember Andre' Byrd, Sr.

B. CONSENT AGENDA

1. Minutes and income and expenses:
 - a. Consideration and approval of the May 18, 2020 DEDC Board Meeting Minutes.

- b. Consideration and approval of the April 30, 2020 income and expenses.
- c. Consideration and approval of the annual Patriotic Flag Program of the DeSoto Rotary Club in the amount of \$4,200 as contributed to in previous years.

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

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. Monte Anderson, Options Real Estate, reviewed a comparison of the GDMP incubator rent collection for February through May. He points out that he only gave DEDC \$15,000 on March 19, 2020. However, he said we are starting to get more rent turned in this month. He said we anticipate that June's rent will increase. He pointed out we lost one restaurant; however, now that people are returning to work the other tenant's rent are beginning to come in. He explained that if we collected all of the rent right now the normal rent roll is \$28,000. Currently, he said we are about 75 percent occupied. He elaborated some tenants just moved out, but some new tenants are pitching. He reported the tenants and facility have sanitizer locations, and are cleaning extra times a day. However, he said we are not policing the wearing of masks. He noted that we have many calls coming in, and we were very crowded outside last Saturday.
 - b. Joe Newman, CEO, pointed out a complaint from a customer who was uncomfortable with going into the GDMP since she said that all of our tenants were not wearing masks. Mr. Newman continued she went by the DeSoto Chamber of Commerce and returned to GDMP with enough masks to try to get everyone to wear them.
 - c. Mr. Anderson concluded that although this customer was adamant about wearing the mask, it is not mandatory. Mr. Anderson points out that most of the tenants and occupants have been wearing the masks regardless.
 - d. Mr. Anderson answered DeSoto Chamber of Commerce Chairman Kenneth Govan's question about whether or not an individual businesses can require a customer to wear a mask in their establishment; he confirmed that they may make it mandatory if needed.
2. The Industry HUB's Activity Summary Report for March 2020 presented by Terry Toomey, Executive Director, The Industry HUB.
 - a. Terry Toomey said her focus is on getting as much information to the tenant as possible about the PPP program, the EIBO program, and the DeSoto Small Business Grant program. She said she sent out the final reminder so businesses can get their applications to her today.
 - b. Ms. Toomey said many of the businesses have been calling Joe Newman, CEO, for support and he has been sending them to her. She said she is supporting many of the businesses in the community as well as making sure they are aware of and understand all of the resources that are available to them. She said she is conducting online research to find all of the organizations that have grants or special loans for small businesses. She explained many of the sports personalities' foundations are offering very specific types of grants.

She said she is compiling a complete list that she will give to all of the tenants, and it will also be available to anyone else who asks for it as well.

- c. Ms. Toomey said she restarted their newsletter again. She pointed out this time the newsletter will show the hours of operations in order to let the customers know the GDMP is back in business. In addition, she said it has a link to the GDMP Virtual Mall. She noted when the tenants are not in their stores the virtual assistant will be there to greet the customer. She explained how the customers are able to leave a message in chat, and how the virtual assistant configured to lead the customers to leave a message. She said this gives the business owner a way to communicate with their customers when they are not physically in the store. Also, she explains how they can do a similar type of "Zoom" video conference call with their customer as well. She said the tenants can do a short video or whatever they want to talk or pitch to their customer. She expounded for example HevyHealers and the Gym have been conducting classes and showing their products virtually. Lastly, Mrs. Toomey said she has extended the invitation to the DeSoto Chamber of Commerce members to get a space in the GDMP Virtual Mall at a discount.
 - d. Mr. Joe Newman asked Ms. Toomey to discuss with the Board Directors the Dallas Business Journalist who reached out to focus more on the southern sector's diversity by writing articles on minority and women owned business in the community. He explained he wants to change the weakness he noticed in his own reporting when it came to highlighting this particular sector of the community.
 - e. Finally, Ms. Toomey reported an update that Gloria's Gherkins, who auditioned for the TV show Shark Tank, is now in the show's final stages.
3. 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 May 31, 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 May 2020 financial report.
 - c. Mr. Joe Newman, CEO, mentioned the differences in the sales taxes in DeSoto in comparison to other neighboring cities. He explained that during his budget discussion later on the agenda, he will discuss his conservative forecast for this year and next year.
4. City Council Liaison's update regarding city events, meetings, etc. by Councilmember Andre' Byrd, Sr., City Council Liaison.
- a. First, Councilmember Dr. Dinah Marks introduced LaKesha Raynor, Cedar Valley Campus of Dallas College, so that she can give an update on how they can move forward with the Inter City Customer Service Intuitive (ICSI). Councilmember Dr. Marks said they proceeded by adding the SB Loan Grants into the intuitive and partnered with Dallas College. Since they are going through the pandemic, she said we had to pivot and examine how it would be presented and determine how it will be rolled out. Therefore, she explained, we decided to pull this initiative and placed it under the Small Business Grant.
 - d. Secondly, Ms. Raynor informed them that the Dallas College has partnered with TWC for their Skills Development Fund Grant for COVID-19 Rapid Response. In procession, she said

Kenneth Govan, Board Chairmen, DeSoto Chamber of Commerce and Councilmember Dr. Dinah Marks acquire a list of over 400 businesses of which they can ask to participate with the City of DeSoto.

- e. In addition, Ms. Raynor discussed a webinar that was held on Wednesday, June 10, 2020 with special guest panelist, Dale Robinson with the Office of Employer Initiative for the Texas Workforce Commission. She pointed out that he discussed what they are doing and decided to allocate \$10 million for the initiative for the state of Texas. She expounded that TWC also allocated to other colleges over \$7 million. She exclaimed that TWC allocated to Cedar Valley Campus specifically \$250,000 which they are starting to use to serve the people in the Best Southwest Region. In addition, she said there are additional funds for \$250,000 for skills and small business which they were already presently using. Furthermore, she continued to give more examples of the types of responses she received and she gave statistics on who are currently participating. Moreover, she explained how they want to help not just the businesses but the community at large. She said as a result of this grant they can do third party instructors who are from the community. She emphasized she want this intuitive project to have multiple wins.
 - f. Finally, she briefly explained to the Board Directors parts of the application process for the grant.
 - g. Councilmember Andre' Byrd, Sr. discussed what is happening with new businesses coming to DeSoto. He talked about a new development where First Texas Homes are building homes on the Northside off Parkerville Road, consisting of 151 lots on 108 acres near the Meadows Creek Park which is on 107 acres. He said he understands that the home prices will be very nice in this area. He unveiled part of the developer's masterplan for the area which will also include the Parks and Recreation's plans to increase the development of the area which will include an amphitheater. Likewise, he said the City of DeSoto has currently started developing a walking trail in that area. He continued to say the DeSoto City Council and the Planning and Zoning have begun to approve projects which are in line with the quality of life in DeSoto that attracts those builders and developers who know that DeSoto is some place that is very special.
5. DeSoto Chamber of Commerce Update – Kenneth Govan, Board Chairman, DeSoto Chamber of Commerce. Mr. Kenneth Govan, Board Chairman, Desoto Chamber of Commerce, gave the DeSoto Chamber of Commerce Update as follows:
- a. MEMBER SERVICES:
 - i. Member Networking are as follows:
 - 1. There was a "Good Morning DeSoto" held on Tuesday, June 2, 2020 at 8:00 a.m. 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.
 - c. New Members are as follows:
 - i. Cleaning Innovations, LLC became new members on May 11, 2020.
 - ii. Opulent Group became new members on May 18, 2020.
 - iii. TitleMax became new members on May 28, 2020.
 - 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 regional collaboration with Best Southwest partners to promote COVID-19 Skills Development Initiative with Cedar Valley College now called Dallas College.
 - iv. The DeSoto Chamber had a joint meeting with the City of DeSoto's Parks and Recreation Department and Zoe Communications regarding revamping the City of DeSoto 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 Hosted the DeSoto Chamber Podcast "Marketing without Spending Money" presented by Jeff Crilley. The topic of discussion was on how to promote your brand to your target audience without spending money.
- 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 discussed his tutorials to his Chamber members on how to do meeting in Zoom. He talked about the need for all the businesses having a website and social media in their company name not just their own name. For Example, at the last Good Morning DeSoto held at Thorntree Country Club he showed people how to put their logo behind them in a Zoom meeting.
 - iii. Mr. Govan discussed his Podcast interview with Jeff Crilley who formally worked at channel 5 news. He points out to the Board that now Mr. Crilley has a public relations firm. He said he did a show on "How to Market Your Brand without Spending Money." Also, Mr. Govan explained Mr. Crilley was giving advice to him on how to have positive relations with the news media and how to get your marketing plan stories out there in front of them. Mr. Govan explained that since many of our businesses have not prepared for the opportunities that become available from this current situation. He discussed an entrepreneur who started a delivery service. He expounded that this business owner is able to deliver meals from one restaurant and allows us the opportunity to still have a Zoom meeting as a luncheon. He emphasizes that the DeSoto Chamber of Commerce is a valuable resource for the rules and regulations to the members in regards to the COVID-19 pandemic.
 - iv. Mr. Govan said the DeSoto Chamber of Commerce Board considering the idea of having "The Taste of DeSoto", "DeSoto Living Festival"(that is in the spring) and

the "Annual Gala" combined in the fall to be held on Saturday, September 26, 2020 possibly at the amphitheater or another larger venue outside due to COVID-19. He mentioned that he will be consulting with Parks and Recreation to see if September is far enough down the road to have this event. Lastly, Mr. Govan concluded he would much rather make plans and have them cancelled, then not have anything planned and miss the opportunity to have the event for the community.

DEDC BOARD RETREAT ITEMS:

6. Roundtable discussion of what strengths each member of the Board of Directors adds to the Board. Each board member introduced themselves and discussed how their experiences, background, and unique perspectives will bring strength in respect to their public service on the DEDC Board. Board President Curtis Krohn mentioned that you are able to view the Board member's biographies online the DEDC website.
7. Discussion and possible action to consider engaging Ash+Lime Consultants to study creative ways to leverage DEDC funds and help keep small businesses open and viable. Presentation given by Rik Adamski, President, Ash+Lime.
No action.

Board President Curtis Krohn skipped the next items 8, 9 and 10 and moved to the Executive Session.

8. Discussion and considerations of the DEDC Annual Work Plan Fiscal Year 2020-2021 and projects to be considered in the next fiscal year. **Board Director Bobby Waddle motioned to accept the DEDC Annual Work Plan Fiscal Year 2020-2021. Seconded by Board Director Paul Griffin, Jr. Motion approved by Board members Curtis Krohn, Dr. Delva King, Bobby Waddle and Paul Griffin, Jr. Board Secretary/Treasurer Michelle Jordan was not present for the motion.**
9. Discussion and consideration of a draft update of the DEDC Five Year Strategic Plan 2020-2025. **Board President Curtis Krohn motioned to table agenda item # 9. Motion seconded by Board Vice President Dr. Delva King. Motion approved by Board members Curtis Krohn, Dr. Delva King, Bobby Waddle and Paul Griffin, Jr. Board Secretary/Treasurer Michelle Jordan was not present for the motion.**
10. Discussion and consideration for approval of the DEDC Annual Budget for Fiscal Year 2020-2021. Joe Newman, CEO, discussed the proposed DEDC Annual Budget for Fiscal Year 2020-2021 budget details with the Board of Directors. **Board Director Paul Griffin, Jr. moved to approve the DEDC Annual Budget for Fiscal Year 2020-2021. Motion seconded by Board Director Bobby Waddle. Motion approved by Board members Curtis Krohn, Dr. Delva King, Bobby Waddle and Paul Griffin, Jr. Board Secretary/Treasurer Michelle Jordan was not present for the motion.**

Board President Curt Krohn called for a break at 11:15 a.m. Board President Curtis convened into Executive Session at 11:27 a.m. to discuss the following items the executive session:

D. EXECUTIVE SESSION

Texas Government Code, Section 551.087: Economic Development Deliberation:

- 1. Deliberation and Discussion Regarding a Façade Renovation Grant for an amount up to \$2,500 to Shannon Anderson, owner, Future Event Center & Conference Room, located at 1615 N. Hampton Road, DeSoto, Texas.**
- 2. Deliberation and Discussion Regarding an Infrastructure Grant for an amount up to \$1.5 million for the Wildwood development approximately 82+/- acre professional park which will include, apartments, retail, restaurants, medical, and commercial development.**

Texas Government Code, Section 551.071: Consultation with General Counsel:

- 1. Consultation with general counsel to seek legal advice regarding contemplated litigation regarding Jeremiah Quarles.**

Board Secretary/ Treasurer Michelle Jordan left the DEDC Board meeting at 1:08 p.m.

Board President Curtis Krohn reconvened into Open Session at 1:50 p.m.

E. RECONVENE INTO OPEN SESSION

No discussion.

F. ACTION AS A RESULT OF EXECUTIVE SESSION

Board Vice President Dr. Delva King motioned to approve up to 1.5 million dollars for eligible infrastructure costs for the Wildwood Development Project subject to a definitive agreement being executed by all the parties. Motion seconded by Board Director Bobby Waddle. Motion approved by Board members Curtis Krohn, Dr. Delva King, Bobby Waddle and Paul Griffin, Jr. Board Secretary/Treasurer Michelle Jordan was not present for the motion.

Board President Curtis Krohn motioned to authorize the DEDC Chief Executive Officer to negotiate and execute a Façade Improvement Grant Agreement for up to \$2,500 to Shannon Anderson, owner, Future Event Center & conference Room, Located at 1615 N. Hampton Road, DeSoto. Texas. Motion seconded by Board Vice President Dr. Delva King. Motion approved by Board members Curtis Krohn, Dr. Delva King, Bobby Waddle and Paul Griffin, Jr. Board Secretary/Treasurer Michelle Jordan was not present for the motion.

Board President moved to items 8, 9, and 10 consecutively.

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

Mr. Joe Newman, CEO, gave a brief summary of the list of commercial projects the DEDC orchestrated and what activities were performed over the past month in the report to the Board of Directors.

Mr. Newman pointed out to the Board that sales tax was previously discussed and can be further reviewed in the handout emailed earlier to the Board of Directors.

Finally, Mr. Newman said the Board previously discussed the differences between the sales tax of a Type A and Type B Corporation with them which he was initially prepared to discuss during this section.

H. BOARD ANNOUNCEMENTS

Board President Dr. Delva King said she participated in a Zoom meeting with the Dynamic DeSoto Citizens' group in regards to their recommendations for the former Albertson's building. She informed them that Mr. Greg Ellis, a former Dallas Cowboy player, was interested in doing some Arts and Entertainment venue projects in the City of DeSoto. Board Vice President Dr. King pointed out that Mr. Ellis creates videos and movies. She informed the Board that he mentioned how he was interested in having a type of upscale movie theater similar to the Alamo Draft house. She explained that during Mr. Ellis's presentation, he mentioned how another football player turned a former stadium into a drive in movie theater. However, she realized the former Albertson's location which is inside a building is not ideal for that. She suggested that we should meet with Mr. Ellis in order to allow him a proper opportunity to give his proposal with someone present from the DEDC Board, the Economic Development Corporation and the Dynamic DeSoto Citizen's group.

Mr. Joe Newman, CEO, explained that he asked The Retail Coach to put extra emphasis on the former Albertson's building, but so far they have not found anyone to buy it for entertainment or the DEDC's recommended retail purposes. Mr. Newman talked about some of the new site selectors coming from the Retail Coach which includes: a major hardwood store, major department stores (they were very interested before COVID 19, but have been slow to respond since COVID- 19). Also, he listed some of the sites requested such as Freddy's Frozen Custards and Steakburgers, Huddle House, and a number of other potential restaurants and retailers. Likewise, he pointed out that retailer were looking for franchises in DeSoto for the owner of Pet Supplies Plus, Tropical Smoothie Café, and Which Wich. Board Director Paul Griffin, Jr. suggested to the Board Directors and the DEDC CEO that they invite the owner or developer of the former Albertson's property to the next DEDC Board meeting. In conclusion, Mr. Newman said, The Retail Coach plans to attend the International Council of Shopping Center Conference in September unless it is cancelled or postponed.

I. ADJOURNMENT

With no further business to discuss Board President Curtis Krohn adjourned the meeting at 2:35 p.m.


Curtis Krohn, Board President
Dr. Delva King, Board Vice President