



Sachse, Texas

Sachse City Hall
3815-B Sachse Road
Sachse, Texas 75048

Meeting Agenda

Economic Development Corporation

Wednesday, April 9, 2014

6:30 PM

City Hall

The Economic Development Corporation of the City of Sachse will hold a Regular Meeting on Wednesday, April 9, 2014, at 6:30 p.m. in the Council Chambers at the Sachse City Hall, 3815 Sachse Road, Building B, Sachse, Texas to consider the following items of business:

1. **Invocation and Pledge of Allegiance to the U.S. and Texas Flags**

2. **Regular Agenda Items:**

[14-2152](#) Consider and take action on minutes of the Sachse Economic Development Corporation regular meeting of March 19, 2014.

Executive Summary

Consider approval of the meeting minutes for the regular meeting of March 19, 2014.

Attachments: [MinutesMtg031914](#)

[14-2154](#) Reports and presentations by the Sachse Economic Development Corporation President, Board Members and Executive Director regarding special events, announcements and activities.

Executive Summary

The Sachse Economic Development Corporation President, Board Members and Executive Director provide verbal reports regarding special events, announcements and activities.

[14-2146](#) The Economic Development Corporation Board shall convene into Executive Session pursuant to the TEXAS GOVERNMENT CODE, Section § 551.087 (Economic Development) to deliberate on an offer to purchase SEDC property located at 2 Ben Davis Road.

Consider any action necessary as a result of executive session.

Executive Summary

Closed Executive Session as provided by State Law.

[14-2159](#) Discuss a funding request for a project for the City of Sachse for Red, White and Blue Blast festivities at Heritage Park, in an

amount not to exceed \$6,500.

Executive Summary

The City of Sachse has partnered with the Chamber of Commerce to host the Red, White and Blue event. The two groups have combined efforts to utilize resources, reduce expenses and create additional revenue.

Attachments: [Red, White and Blue Blast Application](#)

[14-2160](#)

Convene Executive Session pursuant to the provisions of Texas Government Code Section 551.087: Deliberation regarding economic development negotiations to discuss or deliberate the offer of a financial or other incentive for the City of Sachse.

Consider any action necessary as a result of executive session.

Executive Summary

To discuss or deliberate the offer of a financial or other incentive for a funding request for a project for the City of Sachse for Red, White and Blue Blast festivities at Heritage Park, in an amount not to exceed \$6,500.00.

[14-2155](#)

Discuss board and staff attendance at the International Council of Shopping Centers RECON event in Las Vegas, May 18-20, 2014.

Executive Summary

The annual convention of retailers is one of the largest in the country. The convention is one of the only places to meet major retailers in a short span of time for networking and recruiting.

[14-2136](#)

Discuss obtaining Search Engine Optimization (SEO) Services from outside agency

Executive Summary

Staff will present preliminary findings regarding research on and discussions with SEO firms to provide search services for the SEDC.

[14-2137](#)

Review and discuss findings from SEDC Strategic Planning Workshop, 10.22.11

Executive Summary

The purpose of this item is to review recommendations from the SEDC Strategic Planning Workshop held in October of 2011 and determine next steps.

Attachments: [2011 Plan](#)

[14-2139](#) Discuss Grand Opening of Wal-Mart Superstore and SEDC's Event Participation/Support

Executive Summary

Staff will provide a brief update on current project status.

[14-2140](#) Discuss SEDC's 20th Anniversary Promotion

Executive Summary

The SEDC celebrates 20 years of helping to build Sachse as of 2.21.14. Staff will present recommendations on ways to promote this milestone.

[14-2163](#) Future agenda items.

Executive Summary

The Board lists topics of discussion for future meetings.

3. Adjournment

State law prohibits the introduction or discussion of any item of business not posted at least seventy-two (72) hours prior to the meeting time.

Posted: April 4, 2014; 5:00 p.m. Leslyn Blake, Executive Director _____.

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Terry Smith, City Secretary, at (972) 495-1212, 48 business hours prior to the scheduled meeting date. Reasonable accommodations will be made to assist your needs.