BOARD OF DIRECTORS MEETING
DESOTO ECONOMIC DEVELOPMENT CORPORATION
City of DeSoto, Texas

Special Meeting Agenda

The Board of Directors of the DeSoto Economic Development Corporation will meet on **Wednesday, January 27, 2010** at **6:00 p.m.**, in the Council Conference Room located in City Hall at the DeSoto Town Center, 211 East Pleasant Run Road, DeSoto, Texas. 75115

Agenda

I. Invocation by Michael Hurtt

II. Overview of Strengths, Weaknesses, Opportunities, and Threats for the City of DeSoto.

III. Customizing a Strategic Marketing Plan

IV. Build capacity with existing Industries

V. Product Development (Infrastructure Development)

VI. Sources of Leads

VII. External Marketing Program

VIII. Marketing Budget

IX. Annual Plan of Work

X. **Executive Session**

As authorized by Section 551.074 of the Texas Government Code – Discussion regarding Personnel Matters: Discussion and possible approval of extending the contract for Norma Nichols as the DEDC Executive Director.

XI. **ACTION RESULTING FROM EXECUTIVE SESSION**

XII. 1. Consider approval of extending the contract for Norma Nichols as the DEDC Executive Director

The building in which the above meeting will be conducted is wheelchair accessible. Persons with disabilities who plan to attend this meeting and may require auxiliary aids or services such as readers or large print, or interpreters for persons who are deaf or hearing impaired, are requested to contact the Office of the City Secretary at 972-230-9664 or by E-mail at lhallmark@ci.desoto.tx.us or by calling through a T.D.D. (Telecommunication Device for the Deaf) to Relay Texas 1-800-735-2989.

I the undersigned authority, do hereby certify that this Notice of Meeting was posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of DeSoto's City Hall, a place convenient and readily accessible to the general public at all times as well as to the DEDC's website www.desototexas.com and said Notice was posted on the following date and time: Friday, JAN. 22, 2010, at 2:25 PM. and remained so posted at least two hours after said meeting was convened.

Curtistene McCowan

Curtistene McCowan, DEDC Board President