



## Day Two: DeSoto Development Corporation: Strategic Alignment Session

**Council Conference Room** at City Hall in the DeSoto Town Center, 211 East Pleasant Run Road, DeSoto, Texas 75115.

All times, other than "call to order" or "reconvene" times, are approximate and may vary.

**Saturday, January 10 | 8:00 AM – 12:00 PM**

<u>Time</u>	<u>Session</u>
7:30 AM	<i>Breakfast Provided</i>
8:00 – 8:15 AM	<i>Call to Order of the meeting of the Desoto Development Corporation Welcome &amp; Opening Remarks; Introductions</i>
8:15 – 9:00 AM	<i>DFW Competitive Landscape Discussion (Benchmarking and regional collaboration)</i>
9:00 – 9:30 AM	<i>Current Challenges &amp; Opportunities in DeSoto (Presented by Matt Carlson) Recess of the meeting of the DeSoto Development Corporation until 9:45 a.m.</i>
9:30 – 9:45 AM	<i>Break</i>
9:45 – 11:00 AM	<i>Reconvening of the meeting of the DeSoto Development Corporation Sprint Lab 2: Strategic Alignment (Organizational challenges, opportunities, and priorities for the year ahead)</i>
11:00– 11:45 AM	<i>Aligning for Success (governance, action steps, milestones)</i>
11:45 – 12:00 PM	<i>Closing Remarks Adjournment of the meeting of the DeSoto Development Corporation</i>

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 to the City's website, [www.desototexas.gov](http://www.desototexas.gov), and the DDC's website, [www.dcdc.org](http://www.dcdc.org) and said Notice was posted on the following date and time: **January 5, 2026, by 5:30 P.M.**, and remained so posted at least two hours after said meeting was convened.

FOR:   
\_\_\_\_\_  
J. Matt Carlson –Chief Executive Officer