



DeSoto Strategic Alignment Retreat

Theme: *Aligning for Impact: Building DeSoto's Economic Future*

Purpose: Foster collaboration and unify the strategic vision between the DeSoto Development Corporation (DDC) Board and the City of DeSoto City Council (DCC).

Desired Outcomes:

- Build consensus around high-value economic development initiatives
- Establish a shared framework for implementation, accountability, and long-term success

Day One: Joint DeSoto City Council / DeSoto Development Corp Retreat Session

Library Multi-Purpose 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.

Friday, January 9 | 8:00 AM – 12:15 PM

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|--------------------------------|--|
| 7:30 AM | <i>Breakfast Provided</i> |
| 8:00 – 8:30 AM | <i>Call to Order of the meeting of the DeSoto City Council Call to Order of the meeting of the Desoto Development Corporation Welcome & Opening Remarks; Introductions</i> |
| <u>JOINT ENGAGEMENT</u> | |
| 8:30 – 9:00 AM | <i>Findings from DeSoto Economic Pulse Survey</i> |
| 9:00 – 10:30 AM | <i>City Council & DDC Board Discussion: Prioritizing Initiatives for Maximum Community Benefit</i> |
| 10:30 – 10:45 AM | <i>Recess of the meetings of the DeSoto City Council and DDC until 10:45 a.m.</i> |
| 10:45 – 11:15 AM | <i>Reconvening the meetings of the DeSoto City Council and DDC City of DeSoto 10-Year Strategic Plan Update – (Presented by Baker</i> |
| 11:15 – 12:00 PM | <i>Catalytic Initiatives: Joint Discussion & Feedback (Facilitated by TIP Strategies; Panelists: DDC Board President Michael Baldwin, DDC Board Member Mark Jones, Council Member Andre' Byrd)</i> |
| 12:00 – 12:15 AM | <i>Moving Forward - Mayor's Remarks Adjournment of the meeting of the DeSoto City Council.</i> |

*Recess of the meeting of the DeSoto Development Corporation
until 12:30 p.m.*

12:15 – 12:30 PM *Lunch*

Day One: DeSoto Development Corporation Retreat Session

Friday, January 9 | 12:45 PM – 3:00 PM

| <u>Time</u> | <u>Session</u> |
|----------------|---|
| 12:30 – 1:00PM | <i>Reconvening of the meeting of the DDC Election of Vice President of the DDC Board of Directors</i> |
| 1:00 – 2:15 PM | <i>Sprint Lab 1: Debrief & Key Takeaways from Day One</i> |
| 2:15 – 2:45 PM | <i>Economic Development 101: Type B EDCs</i> |
| 2:45 – 3:00 PM | <i>Closing Remarks & Preview of Day Two: Next Steps Adjournment of the meeting of the DDC</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, and the DDC's website, www.dedc.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.

Melba Hill
For: J. Matt Carlson –Chief Executive Officer