

# DeSoto Development Corporation

## MINUTES

Monday, September 27, 2021

The Board of Directors of the DeSoto Development Corporation (DDC) met on Monday, September 27, 2021 at 9:00 a.m. in the Council Conference Room located in City Hall at the DeSoto Town Center, 211 East Pleasant Run Road, DeSoto, Texas 75115 and was streamed live on Facebook and archived on the websites.

As authorized by Section 551.071(2) of the Texas Government Code, this meeting may be convened into closed Executive Session for the purpose of seeking confidential legal advice from the Corporation's attorney on any agenda item listed herein.

**REGULAR SESSION - THE MEEETING WAS CALLED TO ORDER** by President Curt Krohn at 9:00am

1. Invocation by President Krohn
2. Introduction of New Board Members per the request of President Krohn, introductions are being moved down the agenda to allow Latosha Herron Bruff to join us. Michael Baldwin will not be attendance due to prior obligations.

**Present:**

Curtis Krohn, Board President  
Dr. Delva King, Board Vice President  
Rodney Brown, Director  
Latosha Herron Bruff, Director  
Lonice Stoker, Director  
Carlos L. White, Director

**Staff Present:**

Matt Carlson - Executive Director  
Melba Hill — Administrative Assistant

**Also Present:**

Brandon Wright- City Manager, City of DeSoto  
Andre' Byrd, Sr.- Mayor Pro Tem, City Council Liaison, City of DeSoto  
Kevin Laughlin- Attorney, Nichols, Jackson, Dillard, Hager& Smith, LLP  
Rachel Proctor – Mayor, City of DeSoto  
Melissa Adams- Accounting II, City of DeSoto  
Terry Toomey- Executive Director, The Industry HUB  
Kenneth Govan, Former Chamber Board Chairman

## **CONSENT AGENDA**

Items are listed on the Consent Agenda by the DDC Chief Executive Officer and are recommended to the DDC Board of Directors for single vote of approval. Any item may be removed from the Consent Agenda for separate vote at the request of a Board Director.

1. Consideration and approval of the September 27, 2021 Board Meeting Minutes.
2. Consideration and approval of the July/August, 2021 income and expenses.

**On a motion by Dr. Delva King and Second by Director Rodney Brown, the motion passed unanimously.**

## **REGULAR AGENDA— NEW BUSINESS**— Items for discussion and/or possible action:

1. Grow Desoto Market Place Incubator Financial Status Report. Presentation by Monte Anderson, Options Real Estate, Mr. Anderson distributed a rolling 12 Month Income Statement to the board. He noted that (GDMP) is 100% occupied with the exception of the commercial kitchen use. The proposal of repurposing office space in the rear of the building with 3 commercial kitchen spaces, not for retail use. President Krohn did inquire about the cost and Monte stated that he would incur the cost and include the charges in our monthly lease.
2. The Industry HUB's Grow DeSoto Marketplace Activity Summary report for July19 to August 17 by Terry Toomey, Executive Director, Industry HUB. Ms. Toomey stated that policies are being reinstated to ensure business plans are in process and working all the time She is requesting monthly p&l statements and meeting with her to promote growth She mentors readily available per tenants request, Ms. Toomey did address Director Browns question pertaining to advertising, there is no budget in place for this year. Formally, the (GDMP) hasn't done anything, but they do advertise through social media. The Tenant Marketing Committee has been reinstated, with a 12 tenant member board. They help with the marketing agenda. Mayor Proctor stated she noticed the Instagram page had been reactivated, and who is managing that? Moesha from Motivate Your Womb is the Tenant Representative. The report was referenced that the numbers are going up with people searching out the (GDMP) Ms. Toomey emphasized that it is important that the tenants are involved. She is also reviewing technologies to help the tenants with push strategies for getting their names and products to the customer. Director Lonice Stoker commented on the importance of having the incubator to help entrepreneurs to grow their businesses.
3. DeSoto Chamber of Commerce, former Board Chairman Kenneth Govan, gave the board an overview of recent activity including new members. Best Southwest Partnership hosted the TGIF Legislative Series, every Friday in August (breakfast) featuring Rep. Carl

Sherman, US Congresswoman Eddie Bernice Johnson, Senator Royce West and the Texas Tribune. October 18<sup>th</sup>, the Chamber will host a meeting at the Pelican House in Duncanville to discuss getting employees to come back to work at restaurants, gain and maintain the employee. The Chamber will have its Gala this year.

4. Financial Status Report as of July and August of 2021, Presentation by Melissa Adams, Accountant II, city of Desoto. Financials were reviewed by the board.
5. City Council Liaison update regarding City events, meetings, etc. by Mayor Pro-tem Andrei Byrd, Sr., City of DeSoto. To the board members all council agendas are on-line. Reference the September 21<sup>st</sup> meeting where impact fees were approved by council
6. Motion to approve the DeSoto Development Corporation (DDC) Budget of FY 2021-2022. By Matt Carlson Executive Director. The summary of the budget reflects little change from the initial proposed budget. Going forward the DDC will model sales tax revenue in accordance with projections by the City Finance director. This will align DDC Financials with those of the City. Promotional activities budget increased (i.e. facade improvements, projects due to renovations, will continue to drive that fund line higher as it is cumulative in nature). Vice President King asked where is the consulting fees of Retail Coach reflected in the budget? Reference line item 39. Mayor Pro-tem Byrd also wants to know the date this contract ends. Matt also advised the board that Terry Toomey's contract ends October 1, 2021. He is suggesting that we review to determine if she is the right fit, the suggestion will be made to the board to keep her on a month to month basis, as now the contract is a yearly commitment.

**On a motion by Dr. Delva King and Second by Director Carlos L. White, the motion was passed unanimously.**

Executive Session convened at 11:18a.m.

**EXECUTIVE SESSION UNDER TEXAS GOVERNMENT CODE:  
Pursuant to Texas Government Code Section 551.087: Economic Development  
Deliberation**

1. Consider and take action on Façade Grant for Above Reproach Boutique
2. Consider and take action on Façade Grant for Kidz N Heart
3. Consider and take action on amending the Global Industrial incentive agreement
4. Update Façade Grant for Kendall Karsen's (Upscale SoulFood)
5. Update Façade Grant for RAPK LLC, In-Re: Magnuson Grand Hotel
6. Update Solar Turbines incentive discussion

7. Update Project Big Box incentive discussion

### **RECONVENE INTO OPEN SESSION**

At 12:01 pm

### **ACTION AS RESULT OF EXECUTIVE SESSION**

Action taken on Façade Grant Above Reproach Boutique

Action taken on amending the Global Industrial incentive agreement

No action taken on Façade Grant Kidz N Heart

### **BRIEFING BY EXECUTIVE OFFICER —Matt Carlson**

1. Will forward notes to the board in lieu of time.
2. 1.7m sq.ft land under development ( Danieldale & Jo Road – 35 acres/550,000 sq. ft, just south on Jo Road & Northgate – 26 acres/430,000sq. ft., and Wintergreen road west of I35/north side- 38 acres/800,000 sq.ft), no in user preference of Manufacturers
3. Diab is expanding in DeSoto (additional 100 jobs) Freeport equivalency this is a 380 agreement
4. Joined the board of directors in September with South Dallas Inland Port Transportation Management Authority.
5. October is Conference Month
6. Hampton Road Corridor Project
7. Civic Academy on October 21<sup>st</sup> would appreciate a board presence
8. Holiday Reception

### **BOARD ANNOUNCEMENTS**

1. Board announcements regarding local civic and charitable events, meetings, fundraisers, awards, expression of thanks, congratulations or condolences.

### **ADJOURNMENT**

At 12:28p.m.

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J. Matt Carlson—Executive Director