



DESOTO DEVELOPMENT CORPORATION
REGULAR BOARD MEETING MINUTES
Thursday, September 14, 2023

The Board of Directors of the DeSoto Development Corporation (DDC) met on **Thursday, September 14, 2023 at 6:00p.m.** in the Council Conference Room located in City Hall at the DeSoto Town Center, 211 East Pleasant Run Road, DeSoto, Texas 75115, The meeting 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 MEETING WAS CALLED TO ORDER by President Michael Baldwin at 6:15 p.m.

Present:

Michael Baldwin, Board President
Latosha Herron Bruff, Vice-President
Felicia Pierson, Secretary/Treasurer
Mark Jones, Director
Akilah Wallace, Director

Absent:

Dr. Ahmad Garrett-Price, Director
Dr. Micaela Herndon, Director

Staff Present:

Matt Carlson - Chief Executive Officer
Antoine Long - Economic Development Manager
Rhonda Faulkner – Marketing Coordinator
Melba Hill – Economic Development Specialist

Also Present:

Tracy Cormier, Director Budgeting/Finance
Councilman Andre' Byrd, City Council Liaison
Victoria Thomas, Attorney

Invocation was offered by Director Mark Jones



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

1. Financial Status Report – Tracy Cormier, Director Budget/Finance

Mr. Cormier presented the July 2023 financials, he advised that revenues are trending as expected due to the sales tax revenue being down 21% as compared to this time last year, due to a major sales tax payer redistribution of its sales tax dollars. The total revenue as a percentage currently stands at 74.2% of the budgeted amount with two months left in the fiscal year. Expenditures are down compared to budget through the month of July 2023. The DDC has expended 26.3% of our budget.

2. City Council Liaison Update – Councilman Andre' Byrd, Sr.

Councilman Byrd shared that the Nance Farm project has been paused due to concern of the location being within a neighborhood. This project is being reviewed and more information will be provided at a later date. The DeSoto Cultural Arts Foundation will unveil its first public art sculpture at the Ernie Roberts Park in honor of Black Lives Matter on September 23rd.

3. Mr. Carlson- Chief Executive Office

Conducted a public hearing concerning an Economic Development Agreement between DeSoto Development Corporation and Dilbeck Court, Ltd in an amount not to exceed \$225,000.00 for interior and exterior façade improvements at 324 E. Belt Line Road, DeSoto, Texas.

4. Discuss and Consider approval of an Economic Development Incentive Agreement between DeSoto Development Corporation and Dilbeck Court, Ltd. Director Jones questioned if the DDC Board would have any governance over this project. Mr. Carlson informed him that it would not, reminding him that the current 10-year agreement in which the City is the Master Lessor will be null and void. This will be a private sector venture taken on by Monte Anderson.

On a motion by Director Mark Jones and second by Vice President Latosha Herron Bruff, The Board authorized the Chief Executive Director to negotiate and execute an Economic Development Incentive Agreement with Dilbeck Court, Ltd in an amount not to exceed \$225,000 for interior and exterior façade improvements at 324 #. Belt Line Road, DeSoto, Texas.

5. Discuss and consider approval of the Golden Shovel Level 1 Marketing Blueprint at a total cost not to exceed \$9,950.00 and authorize Chief Executive Officer to execute all necessary documents. Mr. Carlson detailed how Golden Shovel helps economic development organizations in developing marketing strategies. The initial engagement will consist of an in-depth study of the current efforts and messages and will begin by conducting surveys with staff, board directors and stakeholders within an 8-12week timeframe.

On a motion by Director Akilah Wallace and second by Director Mark Jones, The Board authorized the Chief Executive Director to execute a contract with Golden Shovel Level 1 Marketing Blueprint at a total cost not to exceed \$9,950 to execute all necessary documents.



6. Discuss and consider of an agreement with The DEC Network regarding the Dallas Entrepreneur Center program for compensation in an amount not to exceed \$85,000.00. The program of work will provide participants with a mentorship program, curriculum to help ideate, start and sustain a business, access to capital, and resources for all scale of business owner's primarily in DeSoto.

On a motion by Director Mark Jones and second by Director Akilah Wallace, The Board authorized the Chief Executive Director to negotiate and execute a contract agreement with The DEC Network regarding the Dallas Entrepreneur Center program in an amount not to exceed \$85,000.

CONSENT AGENDA

Items are listed on the Consent Agenda by the DDC Executive Director 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. Consider approving the August 10, 2023 Board Meeting Minutes
2. Consider approving the August 24, 2023 Special Called Board Meeting Minutes
3. Consider approving the July 2023 Financial Statements
4. Consider approving the termination of the Grow DeSoto Market Place contract
5. Consider approving the termination of The Industry HUB contract
6. Consider approving the termination of the DeSoto Chamber of Commerce contact

On a motion by Director Mark Jones and second by Director Akilah Wallace, all Consent Agenda items were adopted and approved unanimously.

BRIEFING BY CHIEF EXECUTIVE OFFICER —Matt Carlson

1. Mr. Carlson delivered a brief update of business plan goals, department goals and personal professional development plans of the staff a copy of which is attached and made part of these minutes

BOARD ANNOUNCEMENTS

ADJOURNMENT

At 7:53p.m.

A handwritten signature in black ink, appearing to read "J. Matt Carlson", is written over a horizontal line. To the right of the signature, the initials "mtc" are written in blue ink.

J. Matt Carlson—Chief Executive Off