



DESOTO DEVELOPMENT CORPORATION
SPECIAL CALLED BOARD MEETING MINUTES
Thursday, January 4, 2024

The Board of Directors of the DeSoto Development Corporation (DDC) met on **Thursday, January 4, 2024 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 6:10p.m.

Present:

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

Absent:

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

Staff Present:

Matt Carlson - Executive Director
Antoine Long – Economic Development Manager
Rhonda Faulkner - Marketing & Outreach Economic Development Coordinator
Melba Hill – Economic Development Specialist
Joel Rowlett - Intern

Invocation given by: Director Mark Jones



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

Discussions regarding possible agenda items for upcoming joint meeting with city council. Mr. Carlson provided a list to guide the DDC discussions in the upcoming meeting. He shared how presenters at many national conferences often note: that the most successful communities across the United States, are those where organizations involved in development of the city (city council, planning & zoning, zoning board of adjustment and economic development corporations) meet on a regular basis to discuss moving future focused development forward. Based on the Board's prior conversations, the Mr. Carlson developed the following four talking points as well as short term opportunities.

1. Many Wins to celebrate

- o Retail – Eos Fitness / Dutch Bros / CFA/STRBX/THR
- o Hospitality - LaQuinta / Hawthorne Hotel
- o Interstate Batteries
- o Daiso - Japan
- o OnTrac
- o Reece Plumbing - Australia
- o Precision Wire
- o Diab expansion to 265K SF – Sweden
- o Workforce - Esports / Trades / Culinary / Bio Sciences

2. Despite Wins – Gaps exist between our development decision makers

- o Council
- o Development Corporation
- o Planning & Zoning

3. Mayor's Quarterly Meeting / Expectation

4. The DDC's Ask / Expectation

- o Shared Vision
 - o What is it?
 - o How do we get there?
 - o How do we better collaborate?
- o What are reasonable expectations
 - o 2-way street between City Council and DDC Board
 - o A unified vision of targets and approach

Mutual Alignment – Connected Spectrum

- o City Council
- o Planning and Zoning Commission
- o DeSoto Development Corporation
- o City Staff
- o Community



Short Term Opportunities – What is the input/routing process

1. Comprehensive Plan Review
 - o Smart City Investments & Integration of technology
 - o Utilities improvements for growth
2. Character Based Code
3. Developer input on greenspace in an infill environment

Director Jones informed the board that he had a conversation with the Mayor about her expectations for this joint meeting. She expressed the desire to have quarterly meetings with the President/Vice President of the DDC, Chair/Vice Chair of Planning & Zoning, Mayor Pro Tem, liaisons of both boards, Staff Directors and CM. She would like to see a tour of DeSoto for all entities involved that would include inviting developers as well.

Directors generally agreed with and accepted the outline as a roadmap for the upcoming joint meeting and indicated the need for Mr. Baldwin to kick-off the meeting and open the door for other Directors to chime in. Mr. Carlson agreed to provide specific details as called upon to do so.

With no further discussion items presented the Board was adjourned.

ADJOURNMENT

At 7:58 pm

A handwritten signature in black ink, appearing to read "J. Matt Carlson", is written over a horizontal line. There is a small blue mark to the right of the signature.

J. Matt Carlson—Executive Director