



DESOTO DEVELOPMENT CORPORATION
REGULAR BOARD MEETING MINUTES
Thursday, January 11, 2024

The Board of Directors of the DeSoto Development Corporation (DDC) met on **Thursday, January 11, 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 6:05 p.m.

Present:

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

Also Present:

Lakeita Sutton, Interim Finance Director of Budget/Finance
Councilmember Andre' Byrd, City Council Liaison
Victoria Thomas, Attorney
Mayor Rachel Proctor
Mayor ProTem Letitia Hughes
Councilmember Dinah Marks
Councilmember Crystal Chism
Councilmember Pierette Parker
Councilmember Nichole Raphiel
Isom Cameron, Interim City Manager



Invocation given by Director Mark Jones

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

1. Alignment and Forward Planning Discussion – Joint meeting of the DeSoto City Council and DeSoto Development Corporation Board of Directors.

President Baldwin thanked the council for the opportunity to join in this discussion to be aligned collaboratively. He stated, “There are many wins that we as a city have achieved, and those wins come due to the continuity and collaboration of the DDC Board being supportive of what the council wants us to achieve in a cohesive manner.” Some of those wins include the: EOS Fitness Center, Dutch Brothers Coffee, the development of Starbucks, Texas Health Resources, Esports etc. Despite the wins, gaps have been identified and the DDC wants to assist in closing them. These gaps are within the purview of the City Council, Economic Development Corporation and the Planning & Zoning Commission, we are looking for ways to bridge them.

The Mayor expressed her expectations to set a higher standard. She suggested a quarterly meeting that would include the president and vice president of the DeSoto Development Corporation, the chair and vice-chair of the Planning & Zoning Committee, the directors and liaisons of said boards, the Mayor Pro Tem and City Manager. The goal of these meetings is to identify what we will and can achieve as a City during the City’s next phase of development.

The DeSoto Development Corporation also identified some expectations:

- A shared vision and what that vision is?
- How do we get there and better collaborate?
- What are reasonable expectations amongst the Boards
- What is a targetable approach

Board Member Mark Jones asked how do we better assist the City Council and help in bridging conversations with the citizens?

Mayor Proctor reiterated the desire for meetings with the DDC and P&Z. She stated that some of the questions posed warrant more time to be elaborated on than what is allotted in this meeting, however she answered that the shared vision of the City is the strategic plan that has been agreed upon by the citizens in how and what they want the city to look like moving forward.

Mayor Proctor stated discussions have been ongoing centered around the need for alignment between the Council and Planning & Zoning, especially with the scope and body of work they do. The Mayor is proposing starting quarterly meetings to help in eliminating quorum issues. Information can be taken back to the boards as a whole.

Mayor Proctor invited the DDC and P&Z Boards to attend the Winter Retreat on January 26, 2024 to be a part of the Strategic Plan session and better understand that process. This would eliminate the need for more meetings.



Mayor Proctor is proposing a vision bus tour of the Hampton Road Corridor. Also meeting with other cities that have done what our city is envisioning, these are two projects she would like to see come out of meeting with this group.

Mayor Proctor summarized as follows:

1. City Secretary to get an invitation out to the perspective boards for the Winter Retreat
 2. Setting up quarterly meetings with chairs, vice chairs, Mayor, Mayor Pro Tem, liaisons and staff crafting a field trip and explore best practices public/private partnership and how to apply to the city's major projects
 3. City Manager tasked with looking at diversifying the Comprehensive Plan Oversight Committee
 4. How information is shared and at what interval and creating a communication channel
- Mayor Proctor called for a motion to adjourn the joint meeting.

On a motion by Councilmember Marks and second by Mayor Pro Tem Hughes, the joint called meeting with the City Council and DeSoto Development Corporation was approved unanimously at 7:08p.m.

2. Financial Status Reports- Lakeita Sutton, Interim Director Finance/Budget stated for the October financial report the DDC is 8% into the fiscal year the total revenue percentage currently stands at 1.6%. The sales tax received in October and November will be posted to FY2023. October expenditures 1.2% of the budgeted amount. November financial report total revenue percentage stands at 4.6% and expenditures at 4.1%. December financial report interest received and reported and the total revenue percentage currently stands at 14.1%. Expenditures at 10.7%. Mr. Carlson requested the Finance Director review the transfer to 305-Debt Service line item which is associated with Parks & Recreation and its outstanding debt, there is \$1M allocated and \$975K is the anticipated sales tax amount to support Parks & Rec, please ensure that the DeSoto Development Corporation is not incurring that debt.

3. Councilmember Byrd thanked Director Matt Carlson and the Mayor for coordinating the joint meeting. The Council Winter Retreat is January 26, 2024. The Ice- Skating Rink created great public relations for the City and public feedback was great. Two election seats are on the election May 4th ballot. Mayor Pro Tem Letitia Hughes and Councilmember Crystal Chism. Deadline to apply to run is February 16, 2024.

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 November, 9, 2023 Board Meeting Minutes.
2. Consider approving the November 28, 2023 Special Board Meeting Minutes.
3. Consider approving the October, November and December Financial Statements



On a motion by Director Mark Jones and second by Secretary/Treasurer Felicia Pierson all agenda board items were approved unanimously.

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 or stamp at the end of the signature.

J. Matt Carlson—Executive Director