



DESOTO DEVELOPMENT CORPORATION
SPECIAL CALLED BOARD MEETING MINUTES
Thursday, August 22, 2024

The Board of Directors of the DeSoto Development Corporation (DDC) met on **Thursday, August 22, 2024, at 6:00 p.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 a closed Executive Session to seek 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 6:13 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
Mark Jones, Director

Staff Present:

Matt Carlson - Chief Executive Officer
Antoine Long - Economic Development Manager
Soledad Garcia - Intern
Rhonda Faulkner – Marketing Coordinator
Melba Hill – Economic Development Specialist
Tracy Cormier – Managing Director of Financial Services

Also Present:

Councilman Andre' Byrd, Sr. - liaison
Victoria Thomas, Attorney

The invocation was offered by Councilman Andre' Byrd, Sr.



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

1. Financial Status Report –Managing Director of Financial Services Tracy Cormier
June 2024 Statement

Mr. Cormier reported Revenue expectations for June. To date, we have collected 76.2% of the budgeted revenue, whereas this time last year, 64.9% was collected through June. Sales tax revenue has increased based on the same period in the previous fiscal year, with an additional \$217,165 in sales tax revenue compared to the amount received through June of FY2023. Interest revenue has exceeded the previous year's amount by \$182,316 through June 2024.

Expenditures are well under budget, having expended 38.6% of the budgeted amount.

July 2024 Statement

Revenue for July aligns with our budget. Revenue exceeded the previous year's amount through July 2024, with 84.9% of budget revenue collected compared to 74.2% last year. Sales tax revenue has increased based on the same period in the previous fiscal year by an additional \$210,060 compared to the amount received through May 2023. Interest revenue exceeded last year's amount by \$196,784 through July 2024.

Expenditures are under budget through July and align with our budget year during July. 40% of the budgeted amount has been expended versus an expected 83%.

2. Presentation of Sales Tax Data by Sector, Tracy Cormier and Matt Carlson.

Further analysis from the report provider is needed to resolve the data integrity issues. There are issues with categorizing 8,000 out of 13,000 businesses in the sales report. We will request that the data provider do this report and anticipate having more accurate results by our December board meeting at the latest (delay is to ensure inclusion of year end sales tax data as part of the analysis.)

3. Strategic Plan Update: Target Sector Analysis Review – Alex Metzger Next Move Group

Alex Metzger from Next Move Group presented the Target Sector Analysis portion of the Strategic Plan update. The analysis identified specific industry sectors DeSoto is positioned to pursue: life sciences, software development and cybersecurity, professional services, aerospace and aviation, manufacturing, regional headquarters (back office), and entrepreneurship.

A business case for each targeted sector will be provided, including marketing materials and sales cases. Expected date of the full analysis in a PDF with detailed data and findings will be delivered by September 30, 2024.

The survey conducted had an estimated 20 to 30 responses. The DDC asked Next Move to reopen the survey and reach out to the community to increase the number of responses. The goal is to double the responses to get more comprehensive data.



4. City Council Liaison Update – Councilman Andre’ Byrd, Sr., provided updates.

A joint meeting is scheduled for August 23, 2024, with the City Council, P&Z Commissioners, and the DDC Board of Directors to discuss the Hampton Character Code.

The Boards and Commissions Banquet will be on September 19, 2024.

The Councilman also informed the board of the Town hall meeting he will host in conjunction with EDC staff on September 20-21, 2024, to discuss the challenges and opportunities of developing in DeSoto.

5. (this needs the agenda item like the rest of the sections)

President Michael Baldwin conducted a public hearing at 7:08 p.m. to consider a resolution approving an economic development incentive agreement to include a facade grant for Health and Allied Health, Inc. in the amount of \$10,489.26 for a monument sign and door signage. No questions or observations were made, and the public hearing was closed at 7:09 p.m.

On a motion by Secretary/Treasurer Felicia Pierson and second by Vice-President Latosha Herron Bruff, and approved by the Board to authorize the Executive Director to negotiate and execute a Façade grant for Health and Allied Health, Inc.

6. (Agenda item title)

President Michael Baldwin conducted a public hearing at 7:10 pm to consider a resolution approving an economic development incentive agreement providing an Infrastructure Grant for Sunshine Pediatric Day Center, DeSoto LLC, in the amount of \$20,0000 to reimburse a portion of eligible site improvement and infrastructure expenses related to a prescribed pediatric extended care center. No questions or observations were made, and the public hearing was closed at 7:12 pm.

On a motion by Board Director Akilah Wallace and second by Secretary/Treasurer Felicia Pierson, and approved by the Board to authorize the Executive Director to negotiate and execute an Infrastructure grant for Sunshine Pediatric Day Care Center.

7. Discussion of Match Grant for Esports Lab:

The DeSoto ISD district has provided informative details about the impact of this program at the high school level and the desire to provide more equipment to increase student participation.

Discussion centered on the desire of the board to consider both an additional grant from the DDC in the amount of \$30,000 and the inclusion of an industry pchallenge to match the DDC grant on a dollar for dollar basis. Potential partners include Lockheed, Boeing, Raytheon, and others.



Latosha Bruff asked for staff to provide a list of potential industry partners at the next Board meeting so that individual Board members might leverage personal and professional relationships to introduce the grant to industry members.

8. Consider adopting a revised façade grant agreement policy.

The policy allows for incentivizing development, retention, and expansion by providing façade grants to those who have already made improvements.

The revised policy was unanimously adopted after a motion by Secretary/Treasurer Felicia Pierson and second by Director Akilah Wallace.

CONSENT AGENDA

The DDC Executive Director lists items on the Consent Agenda and recommends them to the DDC Board of Directors for a single vote of approval. At the request of a board director, any item may be removed from the Consent Agenda for a separate vote.

1. Consider approving the June 13, 2024 board minutes.
2. Consider approving the June and July 2024 Financial Statements.

The consent agenda was approved unanimously on a motion by Vice President Latosha Herron Bruff and a second by Secretary/Treasurer Felicia Pearson.

Executive Session at 7:35 pm

D. EXECUTIVE SESSION UNDER TEXAS GOVERNMENT CODE:

Under Texas Government Code Section 551.087: Economic Development Deliberation

1. Discussion of potential incentives for Project Rocker #2

Executive Session completed at 7:42 pm.

E. RETURN TO OPEN SESSION

No action was taken

BRIEFING BY CHIEF EXECUTIVE OFFICER —Matt Carlson

1. Mr. Carlson delivered a brief update on the business plan goals, department goals, and staff personal and professional development plans.

BOARD ANNOUNCEMENTS

None



ADJOURNMENT

At 7:58 p.m.

J. Matt Carlson—Chief Executive Officer