

**DUNCANVILLE COMMUNITY AND ECONOMIC
DEVELOPMENT CORPORATION (DCEDC) BOARD
REGULAR MEETING
FEBURARY 11, 2016**

A regular meeting of the Duncanville Community and Economic Development Corporation (DCEDC) Board of Directors was held on Thursday, February 11, 2016, at 6:30 PM in the Briefing Room located at City Hall.

Board Members in Attendance:

Mark Cooks	President
Barry Gordon	Vice President
Derwin Broughton	Board Member
Steve Dial	Board Member
Dave Galbraith	Board Member
Dr. Matt Murrah	Board Member - Absent
Ron White	Board Member

Staff Present: Jessica James Director of Economic Development

Guests: Monte Anderson

The meeting was called to order by President Mark Cooks at 6:35 PM.

The Invocation was offered by Board Member Ron White.

Item No. 1 Consider Approval of the DCEDC Minutes for the Regular Meeting held on January 14, 2016.

Vice President Barry Gordon made a motion to approve the minutes as presented, seconded by Board Member Ron White, the vote passed unanimously.

Item No. 2 Citizens Public Forum.

No one spoke during the Public Forum.

Item No. 3 Receive and Discuss Main Station Duncanville, LTD and its Monthly Financials.

Monte Anderson reported that it was business as usual. Mr. Anderson also reported that a new Asian Fusion Type restaurant should be opening in the building in the next few months. The Board asked what is the occupancy of the building. Mr. Anderson reported he had a waiting list for apartments.

Item No. 4 Receive and Discuss the City Sales and Use Tax Comparison Summary.

Director of Economic Development Jessica James informed the Board that sales tax collections were down -5.07% for the month compared to the same time last year. Ms. James also noted that total yearly collections were down -.37% for the year. She reported that staff was not sure at this point in time as to what caused the decrease, but they continue to work with the third party sales tax auditors to identify any reporting discrepancies.

Item No. 5 Receive and Consider Approval of the DCEDC Monthly Budget Report.

Director of Economic Development Jessica James reviewed the DCEDC monthly budget report with the Board noting there were expenditures of \$30,528 for the month of January and \$117,352 year-to-date. Ms. James also informed the Board that the ending balance of \$229,163 year-to-date listed on the Budget Summary did not include the Hampton Inn and Suites incentive of \$45,000 therefore; DCEDC's year-to-date balance is actually \$184,163. Board Member Dave Galbraith made a motion to approve the monthly financials as presented and Board Member Derwin Broughton second the motion, motion passed unanimously.

Item No. 6 Receive and Consider Approval of the 2015 DCEDC Annual Report.

Director of Economic Development Jessica James presented the 2015 DCEDC Annual Report to the Board. Ms. James reviewed the total dollars approved for economic development projects by the Board during 2015, which included \$244,535. She explained these dollars included both incentive projects and Design Incentive Grants. In addition, Ms. James highlighted that \$1,316,663 total dollars were approved for community development projects.

Ms. James also discussed with the Board revising the format of the Annual Report in the future. The Board felt the format that has been used in the past seemed misleading in the labeling of the Total Dollars Reinvested into the Community through the DCEDC Projects. The Board indicated they would like the bullet point that reads "Total Dollars Reinvested into the Community through DCEDC Projects" changed to "Total Project Dollars Reinvested into the Community with DCEDC Participation" and to list out the new construction and remodeling to read ad valorem tax values when appropriate and remodeling costs. Vice President Barry Gordon made a motion to approve the 2015 DCEDC Annual Report with the modifications and Board Member Steve Dial second the motion, motion passed unanimously.

Item No. 7 Receive and Discuss the 2016 DCEDC Community Enhancement Program.

Director of Economic Development Jessica James presented the 2016 DCEDC Community Enhancement Program to the Board. Ms. James reported to the Board that this is another item that must be completed on a yearly basis per the Bylaws of the Corporation. Ms. James noted that the short term and long term goals and objectives were already established by the Board during the Board's August Retreat. The Board had no modifications or changes to the program. Ms. James informed the Board that she would bring this item back to them at the next meeting for approval. In addition, they would need to hold a public hearing at the next meeting prior to considering approval.

Item No. 8 Receive and Discuss ESRI's Duncanville Market Analysis.

Director of Economic Development Jessica James reviewed the ESRI's Duncanville Market Analysis with the Board. Ms. James explained the difference between the City Analysis and the actual Trade Area Analysis. She also reviewed the purchasing habits of the Trade Area and what market niches Duncanville could look to fulfill. In addition, she reviewed the tapestry of the Trade Area and how these behaviors impacted consumer demand. She further explained how these analyses are critical as they are used by site selectors and developers. Ms. James also noted that these were only a summary of the information that she has access to through ESRI and that she customizes the information provided to the site selector and developers based on their product.

Item No. 9 Receive an Update on the Economic Development Coordinator Position.

Director of Economic Development Jessica James updated the Board on the Economic Development Coordinator Position by informing them that Cynthia Williams, formerly with the City of Lancaster, had been hired. Ms. James noted that Ms. Williams brings a wealth of experience in both public and private experience and is expected to start on February 15, 2016.

Item No. 10 Staff Reports.

Director of Economic Development Jessica James reviewed the Certificates of Occupancy issued for the month of January with the Board. Ms. James also reported on the various businesses that she had been working with on projects along with other departmental activities. She noted that on March 24, 2016, the Best Southwest Regional ED Summit and Showcase would be held at the Hilton Garden Inn. This is an activity that all Board Members are invited to attend.

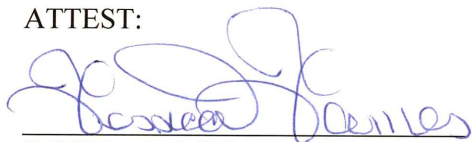
The meeting adjourned at 9:10 PM.

APPROVED:



MARK COOKS
PRESIDENT

ATTEST:



JESSICA JAMES
DIRECTOR OF ECONOMIC DEVELOPMENT