

**DUNCANVILLE CITY COUNCIL AND THE
DUNCANVILLE COMMUNITY AND ECONOMIC
DEVELOPMENT CORPORATION (DCEDC) BOARD
JOINT MEETING
APRIL 19, 2016**

A joint meeting of the Duncanville City Council and the Duncanville Community and Economic Development Corporation (DCEDC) Board of Directors took place on Tuesday, April 19, 2016, at 8:00 PM in the City Council Briefing Room located at City Hall.

City Council Members in attendance:

Mayor David L. Green
Councilman Dennis L. Schwartz, District 1
Councilman Steven Rutherford, District 2
Councilman Ronald L. Dotson, MD, District 4
Councilwoman Johnette Jameson, District 5
Councilman Patrick Harvey, Member At-Large

City Council Members absent:

Councilwoman Leslie Thomas, District 3

Board Members in attendance:

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

Staff Present: City Manager Kevin Hugman, Assistant City Manager Charles Smith, Economic Development Director Jessica James, Finance Director Richard Summerlin, City Secretary Mary Jones, and Economic Development Coordinator Cynthia D. Williams

Mayor David Green called the City Council meeting to order at 8:15 PM.
President (DCEDC) Mark Cooks called the DCEDC meeting to order at 8:15 PM.

Item No. 1 Introductions.

Introductions were made.

Item No. 2 Discuss the Vision and Goals of the City Council as it relates to the Duncanville Community and Economic Development Corporation.

Economic Development Director Jessica James reviewed the DCEDC Community Enhancement Program (CEP). Ms. James stated that this program was completely revamped and the City Council as well as the DCEDC had already approved it. She explained that the CEP includes the DCEDC Board's Vision Statement, Mission Statement, goals, and objectives. Ms. James noted the DCEDC Board established these goals and objectives during their Board Planning Session, which are in-line with the City Council's goals as well.

Item No. 3 Discuss the Duncanville Community and Economic Development Corporation Goals and Strategic Plan Components.

Economic Development Director Jessica James reported on the Goals and Strategic Plan Components, and stated that the next step is the development of the actual Plan. Ms. James noted these components were reviewed with the DCEDC Board at their April 14, 2016, meeting. She highlighted the different plan components. Ms. James stated that the Strategic Plan will be a working document, match the Comprehensive Plan, and include the goals of the city.

Ms. James stated that Staff had contracted with Buxton in prior years, who are one of the leaders in growth strategies across the US, to conduct a retail gap analysis and identify Duncanville's primary trade area. She explained Buxton as well as many other companies obtain their research information from ESRI. Ms. James further explained the DCEDC contracted directly with ESRI, which save the City thousands of dollars to obtain the same type of information previously provided by Buxton. Staff used the gap analysis to identify target markets and niches within Duncanville and applied it to the identified areas that could make the most impact.

The City Council meeting adjourned at 9:09 PM.
The DCEDC meeting adjourned at 9:09 PM.

APPROVED:



MARK COOKS
PRESIDENT

ATTEST:



CYNTHIA D. WILLIAMS
ECONOMIC DEVELOPMENT COORDINATOR