

**MINUTES
BOARD OF DIRECTORS
CEDAR HILL ECONOMIC DEVELOPMENT CORPORATION
Meeting of January 3, 2011**

The Board of Directors of the Cedar Hill Economic Development Corporation met at 6:00 p.m. on Monday, January 3, 2011 in the City of Cedar Hill Government Center, Administrative Conference Room, 4th Floor, 285 Uptown Blvd, Bldg. 100, Cedar Hill, Texas.

Directors Present: *President Jerry White, Vice President Bill Strock, Dennis Brock, Johnny Wallace, Michael Lemmon, Angela Berry-Roberson and Chamber President Amanda Skinner*

Directors Unable to be Present: *Earl Wooten and Kenneth Govan*

Staff Present: *Director Allison Thompson, Business Retention and Marketing Manager Michaela Dollar, and Executive Assistant Jean Dyer*

1. Call the meeting to order:

President White called the meeting to order at 6:00 p.m., declaring it an open meeting, that a quorum was present, and that the meeting was duly posted.

2. Pledge of Allegiance: United States and Texas Flag

3. Invocation: Chamber President Amanda Skinner

4. Consent Agenda:

Items listed under the Consent Agenda are considered routine and are generally enacted in one motion. The Board considered the following Consent Agenda item:

- A. Consider approving the December 6, 2010 Regular Meeting Minutes
- B. Consider approving the (Revised) September 2010, October and November 2010 Financials:
 - Benchmark/Incentive Status Reports

President White requested any concerns of either item of the Consent Agenda. Being none, President White entertained a motion. Member Lemmon made a motion to accept the Consent Agenda, seconded by Member Wallace, with unanimous approval.

5. Citizens Forum:

Director Allison Thompson introduced Sonja Cameron with whom she had a recent appointment regarding a career in Economic Development and invited her to the board meeting. Ms. Cameron stated that she has held a degree in Social Work for the last 15 years with a Masters in Public Policy and decided it was time to embark on a second career in Economic Development. The board welcomed her.

6. Presentation:

- A. Tourism – Business Retention and Marketing Manager Michaela Dollar

Manager Dollar provided the board a Tourism update by presenting the www.whycedarhill.com website "Dallas County's Hottest Destination". Director Allison Thompson stated that City Council will consider adoption of the Resolution establishing a Tourism Advisory Board on January 11, 2011.

7. Executive Session – Convene Executive Session pursuant to Section 551.087 Texas Gov't Code for deliberation regarding economic development negotiations: *6:30 p.m.*

(b) Deliberation of the purchase, exchange, lease or value of real property in accordance with section 551.072, V.T.C.A., Government Code, as amended;

- Projects: Blaze, Flex, Bin & Future

(e) Discussion or deliberation regarding commercial or financial information that the board of directors of the corporation has received from a business prospect that the corporation seeks to have locate, stay, or expand in or near the territory of the corporation and with which the corporation is conducting economic development negotiations in accordance with section 551.087(1), V.T.C.A., Government Code as amended;

- Projects: Blaze, Flex, Bin & Future

(f) Deliberation of an offer of a financial or other incentive to a business prospect the corporation seeks to have locate, stay or expand in or near the territory of the corporation and with which the corporation is conducting economic development negotiations in accordance with section 551.087 (2), V.T.C.A., Government Code, as amended;

- Projects: Blaze, Flex, Bin & Future

8. Reconvene in Open Session and consider any action to be taken from Executive Session:

After reconvening at 6:45 p.m. President White stated that there was no action to be taken.

9. Information Items:

A. Board Member Announcements & Updates:

Member Skinner announced the next Chamber Luncheon was 12/27/10. Also, recent discussions with Executive Airport regarding the Super Bowl events and the Speed of Trust Workshop with Steve Covey on March 23, 2011.

B. Cedar Hill Business Park Property Owners Association (CHBPPOA) Report:

Member Lemmon provided an update on the directional Signage. Member Strock stated that the next meeting to be held on Friday, January 28th and Director Thompson stated that Craig Johnson of PepWear plans to attend the meeting to share the plans of Lot 5 of the business park.

C. City Council December 2010:

Nothing was mentioned.

D. EDC Director's Report:

Director Thompson stated that the Lions Club is preparing for the Pancake Breakfast, scheduled for Saturday, February 26th at the Episcopal Church on Straus Road and Rotary is planning the Head for the Hills Bike Rally Saturday, May 7th. Planning and Zoning agenda item on January 4th; re-plat of Cedar Hill Business Park lots 8 & 9. City Council Agenda Items on January 11th; the re-plat of Lots 4 & 5 (PepWear) of the Cedar Hill Business Park and In-N-Out Burger for an exception to the City of Cedar Hill Sign Regulations. Business travels at the end of January for IEDC Leadership Conference in San Diego, CA.

E. Business Retention & Marketing Manager's Report:

Manager Dollar highlighted the following from her January 2010 report:

- Business Retention visit to Bailey's Grille
- Leadership Southwest's Economic Development Day #2

F. Executive Assistant Report:

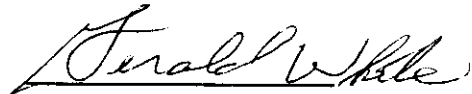
Asst. Dyer requested signature from President Jerry White on October and November meeting minutes. Director Thompson requested RSVP's to Jean for the Speed of Trust Workshop and mentioned the Education Foundation Sponsorship (Murder Mystery) Saturday, February 12th, details to come.

G. Next Board Meeting

February 7, 2011 – Administrative Conference Room

10. Adjourn.

A motion was made by Member Brock, with a second by Member Strock with unanimous approval to adjourn at 7:15 pm.


Gerald White, President

ATTEST:


Jean Dyer, EDC Executive Assistant