

DeSoto City Lights

A Publication of the City of DeSoto Community Relations Department

A Message From Deshaundra Lockhart Jones, Councilmember Place 4



It has been a tremendous honor to serve the citizens of DeSoto since 2008. There has been positive progression with each year of service. I'm most proud of the solar panel system which has been installed at our government center,

Grimes Park improvements, the new businesses in our community such as Kohl's E-Distribution Center, street improvements including the widening of Cockrell Hill Road, the increase in code enforcement staff, the implementation of city-sponsored leadership development programs for our youth, automated payment services and the list continues. Thank you for calling, emailing and meeting with me about your concerns and/or sharing your opinions weekly. It has been a privilege to interact with citizens and staff alike.

On a personal note, I have married the love of my life, Mr. Reginald Jones, and relocated within DeSoto. Since I no longer reside in Place 4, I have resigned my position effective, February 19, 2013. Additionally, I am now going to concentrate on my insurance business. If you would like to contact me directly, call me 214.571.8922. I would be glad to serve you.

You are invited to attend my farewell reception on Tuesday, February 19th at 6:30 pm at the Jim Baugh Government Center in the reception room which is located in the lobby of City Hall. I would like to say "it was a pleasure serving you" in person. See you on the 19th!

**Deshaundra Lockhart Jones,
Councilmember, Place 4**



Calling All HOA Members!

Join us for the eighth annual HOA Involvement Workshop on Saturday, February 16, 2013 from 9 to 11:30 am at City Hall. Information is a key element in effective neighborhood involvement and this workshop is designed to provide representatives of DeSoto's neighborhood and homeowners' associations with the information they need to make their neighborhood a better, safer place to live. Members of all registered DeSoto HOA's are encouraged to attend whether your association is new or well-established. To register or for more information, please call Tracie Hlavinka at 972.230.9689 or by email at thlavinka@desototexas.gov.

City Calendar

February

2 Daddy Daughter Dance - Civic Ctr. 7pm
4 Poetry In Progress - Library - 5:45 pm
4 Park Board Mtg. - Civic Ctr. - 6:30 pm
4 Arts Commission Mtg. - City Hall 6pm
5 City Council Mtg. - City Hall - 7pm
7 KDB Mtg. City Hall - 6:30 pm
7 Library Board Mtg. Library - 7 pm
7 Friends of the Library - Library - 6pm
9 College Pres. Forum - City Hall 9:30 am
16 HOA Involvement Wkshp. City Hall 9am
12 Planning & Zoning Mtg. - City Hall - 7 pm
19 City Council Mtg. - City Hall - 7 pm
25 DEDC Board Mtg. - City Hall 9 am
26 Planning & Zoning Mtg. - City Hall 7 pm

March

4 Poetry In Progress - Library - 5:45 pm
4 Park Board Mtg. - Civic Ctr. - 6:30 pm
4 Arts Commission Mtg. - City Hall 6 pm
5 City Council Mtg. - City Hall - pm
7 KDB Mtg. City Hall - 6:30 pm
7 Library Board Mtg. Library - 7 pm
7 Friends of the Library - Library - 6pm
12 Planning & Zoning Mtg. - City Hall - 7 pm
19 City Council Mtg. - City Hall - 7 pm
25 DEDC Board Mtg. - City Hall - 9 am
26 Planning & Zoning Mtg. - City Hall - 7 pm



ATTENTION:

UTi Logistics has openings for General Warehouse associates. If you have a stable work history with forklift experience and want to work for a great company, UTi Logistics is looking for you to join their team. The City of DeSoto is providing a space for their Job Fair in an effort to provide jobs for our residents.

Job Fair Feb. 22 9 to 3pm

Feb. 23 noon to 4 pm

DeSoto Library

Assembly Hall in

DeSoto Town Center

Did You Know...?

That you can help prevent storm water pollution in your neighborhood?

As a part of the City's storm water management program, volunteers have marked many of the storm drains with the decal below. This decal alerts residents not to put trash, grass clippings, pesticides or motor oil down these drains because they flow to the creek and can cause pollution problems. Many new subdivisions and streets have been constructed since this program began and they need to be marked with these decals. The City is looking for scout troops, civic organizations or concerned citizens

interested in assisting with this volunteer effort. For more information, please call John Crear at 972.230.9642 and help keep our storm water lines free of debris.



At Least Half of Kohl's Employees are DeSoto Residents.

During contract negotiations to bring the Kohl's E-Distribution Center to DeSoto, City

Officials secured a commitment from Kohl's to hire local residents first. As a result, the City hosted the first of several job fairs in February 2012. The result of this local recruiting is that half of Kohl's 400 employees reside in DeSoto. Many of those employees are pictured at left at the Kohl's ribbon cutting in September.



Recently Mayor Carl Sherman, Scott Fleming with DEDC, and Dallas County Commissioner, John Wiley Price toured the Kohl's E-Distribution Facility (pictured below) with Reginald Davis, Vice President of Distribution. Davis told the group that he couldn't be more pleased with their employees. He said that during the recent holiday season, their staff outperformed the other distributions centers around the country.

Mayor Sherman is spearheading a program called Project 2300 which is an effort to bring 2300 jobs to DeSoto residents. The partnership with Kohl's is just one example of the program. City of DeSoto also hosted job fairs for Ryder Trucks in December and January and will host an event for UTi in February. Watch this newsletter for information on future job fairs that will be hosted by the City to further this effort.



A Message from the DeSoto Economic Development Corporation: Manufacturing and Retail Powering Texas -- and the National Economic Recovery

In budget strapped communities all across the United States, many city councils are forced to decide between investing in either manufacturing or retail opportunities. Here in Texas, the demand for both is quite high.

According to the 2011 Annual Cash Report, manufacturing accounts for more than 12 million jobs or nine percent of the workforce nationally. In Texas, manufacturing supports close to 800,000 jobs and 7.8% of the workforce. The manufacturing industry makes up 13% of the state's total Gross Domestic Product (GDP) and 12% nationally. Texas has been the nation's leading exporter of manufactured products since 2002 thanks to the surge in sales to NAFTA trading partners and rising demand in Asia. The economic value of the manufacturing industry added nearly \$169.1 billion between 2010 and 2011 to Texas' GDP, a \$13 billion increase and just over 20,700 new jobs in that one-year span alone.

The retail industry provides 25% of the nation's employment directly or indirectly, and that percentage is echoed in the state of Texas as well (National Retail Federation). Retailing comprises close to 16% of Texas' GDP and provides over 2.3 million jobs in Texas. Certainly some may argue that retail-based development is cleaner and less destructive to the environment than industries such as manufacturing. It is

also to be noted that retail is a growth industry with employment in the retail sector rising.

Even though employment numbers may be higher in the retail sector, manufacturing brings home a larger dollar value to a community. In Texas alone, the GDP effect of the manufacturing industry rakes in \$148.9 billion compared to the retail industry which brings in \$93.1 billion. With considerably fewer workers, the manufacturing sector is creating a larger economic footprint to Texas and communities.

While both industries offer a quantifiable level of economic impact for a small community, specific aspects of each industry can be the difference in a community's growth and longevity. The manufacturing industry provides more leverage for economic growth within a community.

(This article was submitted by Antoine Long, a DeSoto resident and a senior Marketing Major at Texas A&M University – College Station. Mr. Long interned last summer and during the winter break for the DeSoto Economic Development Corporation.)



Candidate Filing for the Municipal Election Begins January 30, 2013

We are already gearing up for the May 11, 2013 General Election, for which, three positions will be on the ballot as follows:

Mayor Place 1 Councilmember Place 3 Councilmember Place 5

For more information on the upcoming election, visit our website at www.desototexas.gov and follow the link to election information. For persons interested in becoming a candidate for any of these positions, you may request a Candidate Guide in person at the City Secretary's Office located in City Hall at 211 E. Pleasant Run Road or by calling 972.230.9646. Applications for a position on the ballot will be accepted beginning January 30, 2013 until March 1, 2013 at 5 pm.

All members of the City Council run by place but are elected at large. This means that they must reside in the district for which they are seeking election. However, all registered voters who live anywhere in DeSoto may cast ballots for that position. If you'd like more information on the city council districts, a map is available on the City's website at www.desototexas.gov under the Government tab at the top of the page.

The public is invited to attend a College Presidents' Roundtable on Saturday, February 9th at 9:30 am in the City Council Chambers at the Jim Baugh Government Center located in Town Center. Distinguished college presidents from UNT Dallas, Paul Quinn College, Cedar Valley College, Northwood University and Dallas Baptist University will participate in a panel discussion on higher education for our young people. For more information, go to www.cdcdesoto.org.





African American Repertory Theater
 AAREPTHEATER.COM
 #AfricanAmericanRepertoryTheater

DESOTO CORNER THEATER
 211 E. Pleasant Run | DeSoto, TX 75115

The Nacirema Society February 1-24, 2013

The Nacirema Society is a romantic comedy about the tradition of cotillion featuring a group of African American debutantes who are preparing to meet society in 1964 in Alabama.

FRIDAYS & SATURDAYS @ 7:30 // SATURDAYS & SUNDAYS @ 2:30
 \$25 for Evening Performances // \$20 for Matinees (Group rates available)
 WWW.AAREPTHEATER.COM

DeSoto Public Library
1943-2013

70th birthday party



70 YEARS

PLEASE JOIN US!

party

Saturday, February 9, 2013

Come to our party and celebrate with birthday refreshments, giveaways, a library expo, and a special dedication in memory of Mary Musgrave.

1-2 pm: Library Expo featuring: interactive technology demonstrations of Playaways, iPads, NOOK e-readers, 3M e-books, literacy station; database demonstrations of Tutor.com, Mango foreign language, Medline, Reference USA, Journey Back in Time; story times, literacy kits

2-3 pm: Special dedication, remarks, and birthday refreshments. Giveaways - gift baskets, gift cards, NOOK Tablet

(972) 230-9661 • www.desototexas.gov/library

Sponsored by DeSoto Reads (April 2, 2013) and Friends of the DeSoto Public Library



DeSoto's Finance Department Receives the GFOA Excellence In Finance Award and the Gold Circle Leadership Award for Financial Transparency

DeSoto's Managing Director of Finance, Edena Atmore, (pictured below on the right) was recognized at a recent City Council meeting by Mayor Pro Tem Denise Valentine (left) for winning the 2012 Texas Comptroller's Gold Leadership Circle Award for Financial Transparency. The award resulted from the City's commitment to open government evidenced by a webpage on the our website at www.desototexas.gov which posts current and past municipal budgets, comprehensive financial reports, the City's check register, tax rates, and much more.



The African Children's Choir performed for approximately 200 DeSoto residents in January at the DeSoto Civic Center sponsored by the DeSoto Public Library. The internationally acclaimed, Grammy-nominated African Children's Choir brought the audience to their feet with applause and accolades. The Choir melted the hearts of the audience with their charming smiles, beautiful voices and lively African songs and dances. They performed well-loved children's songs, traditional Spirituals and rhythmic Gospel favorites. This performance as in other performances concluded with a thunderous standing ovation! In spite of the tragedy that has marred their young lives, the children were radiant with hope, musically gifted and wonderfully entertaining.

