

## MEMORANDUM

**Date:** December 6, 2024

**To:** Chairman Kevin Mosher and Members of the Caddo Mills EDC

**From:** John R. Hubbard, Ph.D., CEcD

**SUBJECT:** **In accordance with Texas Government Code, Section 551.001, et.seq., the Economic Development Corporation committee will reconvene into Regular Session to take any action necessary regarding the following items discussed in Executive Session:**

Economic Development Specialist candidates.

### Overview

There were seven applicants for the Economic Development Specialist position. After a review by Guy Brown and me, the list was narrowed to **Kari Hollifield**, **Tamarra Saulters**, and **Roger Johnson**, with interviews arranged for each. However, **Roger Johnson** did not respond to multiple attempts to schedule an interview.

### Comparison of Applications: Hollifield vs. Saulters

#### Education

- **Kari Hollifield:**
  - No formal degree mentioned, but extensive training and certifications in economic development and real estate.
- **Tamarra Saulters:**
  - **Master's Degree:** Lamar University (2019–2021)
  - **Bachelor's Degree:** Dallas Baptist University (2006–2009)

#### Professional Experience

- **Kari Hollifield:**
  - **Real Estate:**
    - 25 years of experience as a Realtor (Coldwell Banker Apex Realtors, Keller Williams Realty, Ebby Halliday Realtors).
    - Expertise in real estate market trends, contract management, and client relationships.
  - **Economic Development:**
    - Assistant to the Economic Development Director, Royse City EDC (2006–2012).
    - Experience with site selection, marketing, data compilation, and incentive negotiation.

- **Main Street Management:**
  - Royse City Main Street Manager (2007–2012).
  - Successful downtown revitalization with a focus on historical preservation, community events, and occupancy improvement.
- **Tamarra Saulters:**
  - **Educational Diagnostician (2021–Present):**
    - Expertise in compliance with educational regulations, data analysis, and stakeholder collaboration.
    - Developed and delivered staff training, fostering inclusivity in education.
  - **Teacher (2017–2021):**
    - Specialized in individualized instruction, data-driven strategies, and technology integration.
  - **Google Certified Trainer (2018–2021):**
    - Designed and facilitated professional development in educational technology.

## **Skills**

- **Kari Hollifield:**
  - Strategic planning, community outreach, marketing, and program management.
  - Strong relationship-building with stakeholders, including developers, local officials, and businesses.
  - Effective event coordination and grant writing.
- **Tamarra Saulters:**
  - Educational compliance, individualized learning plans, and collaboration.
  - Technological proficiency (Google for Education tools).
  - Leadership in professional development and process optimization.

## **Boards and Committees**

- **Kari Hollifield:**
  - Royse City Chamber of Commerce: Past President and long-time member.
  - Royse City ISD Education Foundation: President and board member.
  - Planning & Zoning Commission: Member, Royse City.

- **Tamarra Saulters:**
  - No board memberships or civic committee involvement detailed.

#### **Additional Factors**

- **Kari Hollifield:**
  - Strong regional experience but not explicitly local to Caddo Mills.
- **Tamarra Saulters:**
  - **Local to Caddo Mills:** Saulters is from Caddo Mills, offering a deep understanding of the community's needs and culture.

#### **Summary**

Both **Kari Hollifield** and **Tamarra Saulters** could do a good job in the position. Kari Hollifield brings significant expertise in economic development, community revitalization, and real estate, making her highly prepared to step into the role and make an immediate impact. Tamarra Saulters provides strong educational and technological expertise with a unique local perspective as a Caddo Mills resident, which could foster stronger community relationships. However, she may require additional attention and mentorship to develop into the role fully.

It is recommended that the **Caddo Mills Board proceed with interviews with Ms. Hollifield and Ms. Saulters** to evaluate their suitability for the position further and their ability to meet the needs of the role and community.