

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

**MAY 24, 2022**

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, May 24, 2022, at 8:00 a.m.

Board members Present: Chairman Michael Jones, Vice Chairman Joe Minissale, Secretary/Treasurer Kurt Kuehn, Brian Loughmiller, Kenneth Sipiora, Julie Williams, Thad Helsley.

Council members Present: Councilman Rick Franklin.

Staff Present: President Peter Tokar, Senior Vice President Michael Talley, Business Retention and Expansion Manager Madison Clark, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, City Manager Paul Grimes, MEDC Attorney Alan Lathrom, and Financial Compliance Manager Chance Miller.

There was 1 guest present.

Chairman Jones called the meeting to order at 8:02 a.m. after determining a quorum present.

Chairman Jones called for Public Comments for items on the agenda and there were none.

**22-0470** Chairman Jones called for the Minutes of the McKinney Economic Development Corporation Meeting of March 15, 2022.

Board members unanimously approved the motion by Board member Thad Helsley, seconded by Vice Chairman Joe Minissale, to approve the Minutes of the McKinney Economic Development Corporation Meeting of March 15, 2022.

**22-0471** Chairman Jones called for the Board and Liaison updates. Chairman Jones announced the Byron Nelson was last week and it went very well. Mr. Jones noted he did not have actual attendance or sales numbers but those would come out later from the Salesmanship Club. Mr. Jones noted the Byron Nelson turnout was excellent, and the course was in one of the best conditions he had ever seen.

City of McKinney- City Manager Paul Grimes announced there were over 150,000 people at the Byron Nelson over the course of the week. Mr. Grimes thanked staff including Fire and Police for all their hard work and dedication. The remaining presentation was inaudible. Experienced audio difficulties.

MCDC- MCDC Chairwoman Kathryn McGill announced the MCDC board hosted a public hearing on April 28 for the project grant cycle, and would be meeting later this week to consider, act and discuss on those hearings. Ms. McGill noted the new grant cycle opened in May. Ms. McGill announced upcoming events were Empty Bowls (benefiting Community Life Line), the Ovation Industry Showcase on May 21, The Collin County History Museum "Seniors & McKinney History" June 2, the DFW Series Summer Cycling (Thursdays in Erwin Park), Bar Wars at Chestnut Square with a Margarita Competition on June 6, the Millhouse McKinney Wine and Walls Mural Fest on June 11 and 12, The Craft Beer Walk in Downtown McKinney on June 18, and the Juneteenth Celebration at Towne Lake Park on June 18. Ms. McGill announced the retail development infrastructure grant second cycle will reopen on July 1 and applications will be accepted through July 31. Those expenses include funding for horizontal infrastructure on the exterior of buildings, site work, drainage, sewer, water, utilities, and fire suppression equipment. The maximum award is \$25,000 and requires an equal match from the applicant. Ms. McGill announced Tupps Brewery is moving along with a target date for full completion of November 2, 2022. Ms. McGill announced the MCDC board met recently to discuss their priorities in no particular order; low-income housing, multi-use destination entertainment projects, historic culture district support and East side development, parks and open space development, community gathering facilities to support cultural and community events, and collaborative projects involving community partners including non-profits, MEDC, and

The City of McKinney. Ms. McGill noted MCDC will be meeting on Thursday to look at potential policy changes for MCDC grant programs and solidifying their strategic priorities for the year.

**22-0472** Chairman Jones called for the MEDC Monthly Organizational Report. President Tokar announced the Byron Nelson was a tremendous event with a huge economic impact to the City. Mr. Tokar thanked the MEDC board and MEDC staff for their months and months of hard work put in to executing the event. Mr. Tokar noted MEDC hosted many guests as part of the “red carpet tour”. Mr. Tokar thanked the board for their additional work covering the different venues and thanked the staff for double the work this year. Mr. Tokar announced MEDC hosted the North Texas Commercial Association of Realtors lunch last week at the Sheraton. Mr. Tokar noted MEDC had a chance to present updates on developments going on at the City and had a fireside chat with John Drago and David Craig regarding the impact of the Byron. Mr. Tokar noted we are still getting lots of exposure for McKinney. Mr. Tokar announced last week MEDC was a sponsor of the North Texas Blockchain Council, hosted at Local Yocal. Mr. Tokar noted there are really interesting things that we are getting involved in with new technology and different organizations to help increase awareness of what is happening in McKinney with our innovation economy. We are getting good press and getting involved in some great organizations and we will continue to support and promote that.

**22-0473** Chairman Jones called for the Monthly Metrics Dashboard Report. Mr. Tokar announced the Monthly Metrics Dashboard Report looks a little different today. Mr. Tokar credited MEDC Marketing and Social Media Manager Luke Gajary with taking a 360 degree look at all of the marketing from website, print promotions and everything we present publicly. Mr. Tokar announced we have had an influx of projects recently, we credit that to some people we brought out to the Byron Nelson, so we

are already seeing a return on investment on that. Mr. Tokar noted for capital investments we have only announced one project for the year, but there are a lot of projects in the pipeline, so we expect that will far exceed our goal with announcements we have forthcoming. For (BRE) Business Retention and Expansion visits we are on track. People are starting to meet more so it is not as difficult to get face to face meetings. Mr. Tokar noted website visitor traffic was almost 100% over the target rate. Email and marketing open rate is 40%. Mr. Tokar noted last year ended at 39% but we are already at 49%.

**22-0474** Chairman Jones called for the March 2022 Financials. Financial Compliance Manager Chance Miller announced March 2022 saw a little over \$1.5 million in revenue, which was basically all sales tax revenue. In regard to expenditures, we had \$604,000 from March, \$226,000 of which was for operation expenses, \$139,000 for project expenses, and \$240,000 for INS debt services monthly transfers. For sales tax, March collections are January sales tax. There is a 17.3% increase over last year. Looking at sister cities, Allen had 11.8% increase, Frisco had a 22% increase (but had auto collections prior so their true increase was closer to 27%). Plano was at 16%. Here today, that brings McKinney up to a 17.8% increase. We usually budget for a 6% to 7% increase but are showing a double-digit increase. Mr. Miller noted budget time is coming up and he will be meeting with the Finance Committee next month and taking findings to the board in June or July.

Board members unanimously approved the motion by Secretary/Treasurer Kurt Kuehn, seconded by Vice Chairman Joe Minissale, to approve the March 2022 Financials.

Chairman Jones recessed the meeting into Executive Session at 8:29 a.m.

Chairman Jones reconvened the meeting to open session at 9:37 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Kurt Kuehn, seconded by Board member Thad Helsley, to approve the action on Project Cardboard as discussed in Executive Session.

Board members unanimously approved the motion by Board Member Ken Sipiora, seconded by Vice Chairman Joe Minissale, to approve the action on Project Shuttle as discussed in Executive Session.

Board members unanimously approved the motion by Board member Brian Loughmiller, seconded by Board member Julie Williams, to approve the action on Project Wales as discussed in Executive Session.

Board members unanimously approved the motion by Secretary/Treasurer Kurt Kuehn, seconded by Vice Chairman Joe Minissale, to approve the action on Virtuwave Holdings as discussed in Executive Session.

Board members unanimously approved the motion by Vice Chairman Joe Minissale, seconded by Secretary/Treasurer Kurt Kuehn, to adjourn.

Chairman Jones adjourned the meeting at 9:39 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the MEDC members on:\_\_\_\_\_

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MICHAEL JONES  
Chairman

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KURT KUEHN  
Secretary / Treasurer