



4-21-15

## MEDC President's Report:

Ladies and Gentlemen, the following is a brief outline of operational issues that are on my radar screen and in the process of being addressed. Again, this is a brief bullet pointed listing and I will be more than happy to answer any questions or go into further detail.

### Communication:

- You should all be getting weekly updates from me via email. If you are not, please let me know.
- Interim City Manager Muehlenbeck and I continue to have weekly meetings first thing each Friday morning schedule permitting. We are also working closely together on pushing the Gateway development project forward.
- MCDC Executive Director Schneible and I continue to meet regularly to stay up to date on operational issues as well as ways we can best leverage one another.
- MEDC is having weekly staff meetings to ensure that staff has what they need to succeed and that we remain focused as a TEAM.
- MEDC's Cayti Stein is participating regularly in the Joint Marketing Meeting with Coco Good and other stakeholder organizations.
- I continue to attend City Council Meetings when in town as well as MCDC Board Meetings, Airport Board Meetings, and McKinney Alliance Board Meetings.

### Staffing:

- **Admin:** Cindy Schneible continues to work through the process of hiring an Admin. position for the MCDC to replace Deb Hass.
- **Director of Operations:** As mentioned in our Board retreat, I would like the opportunity to bring on a Director of Operations position. This will be a very detailed and data driven person who will oversee the operational aspects of MEDC under my general direction. Please see attached draft job description.
- **Cayti Stein:** We are also in the process of re-defining Cayti Steins Position on staff with the intent of leaning more heavily on the City of McKinney's internal Marketing / Communications Dept. (although Cayti will remain the primary liaison) as well as divesting from the McKinney National Airport marketing efforts, manpower wise. We will focus Cayti on more concentrated efforts with DFW area brokers and north Texas Associations that can generate leads etc.

5900 S. Lake Forest Dr. Suite 110  
McKinney, TX. 75070

O: 972-547-7651  
F: 972-542-0926  
Toll Free: 800-839-6259

[www.McKinneyedc.com](http://www.McKinneyedc.com)

## Operational:

- **Board Meetings:** I need a consensus on going paperless in our board meetings aside from exec. session. We can project the agenda on the overhead and can provide tablets at board meetings for board members to use.
- **CRM:** Salesforce is up and running and staff is working hard on catching up on data entry.
- **Legislative Issues:** See attached bill tracker.

### MEDC and related Committees:

As a reminder, please let us know if you would like to attend any of the below ongoing committees under the “Other” heading.

### MEDC Board Committees:

**Executive Committee:** Darrell Tate, Lance Lindsay, Robbie Clark

**Emerging Tech Committee:** Lance Lindsay, Robbie Clark, Julie Fort

**Gateway Committee:** Executive Committee (Darrell Tate, Lance Lindsay, Robbie Clark)

### Other:

- **Mayor’s Council for International Economic Development Partnership Advisory Board**  
This is a committee of local business people that do business internationally that is coordinated by Abby Liu and run by Mayor Loughmiller. I also attend.
- **Development Advocacy Group:** John Valencia calls this group together at the request of the city’s building services dept. as a sounding board for possible zoning, code, changes etc. We do not call these meeting on our own accord, but merely facilitate. Any Board member is more than welcome to join and I have asked John to add you to the list of invitees.
- **Chamber Legislative Committee:** I and Mr. Muehlenbeck generally attend, but any board member is welcome. I can get you the schedule.
- **McKinney Alliance:** This is a group that has been around for years and meets quarterly. I am invited as a courtesy but I am not a board member. Mr. Muehlenbeck and the Mayor are also invited.