

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

DECEMBER 15, 2020

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, December 15, 2020 at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Michael Jones, Secretary/Treasurer Joe Minissale, Ken Sipiora, Patrick Cloutier, Dr. Gere' Feltus, Kurt Kuehn, and Alternate Kimberly Ball.

Absent: none

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, MEDC Administrative Assistant Joanne Isom, Mayor George C. Fuller, Councilman Scott Elliott, City Manager Paul Grimes, Assistant City Manager Kim Flom, MEDC Attorney Mark Houser, Financial Compliance Manager Chance Miller, Visit McKinney Executive Director DeeDee Guerra, McKinney Community Development Corporation President Cindy Schneible, and McKinney Community Development Corporation Board Member Liaison Kathryn McGill.

Absent: Project Manager Madison Clark, Technology and Infrastructure Specialist Michael DePaola, and MEDC Office Supervisor Deana Smithee.

There was 1 guest present.

Chairman Loughmiller called the meeting to order at 8:00 a.m. after determining a quorum present.

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

**20-1081** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of November 17, 2020. Board members unanimously approved the motion by Board member Kuehn, seconded by Board member Feltus, to approve the minutes.

**20-1082** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Special Meeting of November 24, 2020. Board members unanimously approved the motion by Board member Kuehn,

seconded by Board member Feltus, to approve the minutes.

**20-1083** Chairman Loughmiller called for Board and Liaison Updates. Chairman Loughmiller noted the successful year the MEDC had and thanked the Board members and staff for their work throughout the year.

City of McKinney - City Manager Grimes thanked everyone who donated to the WFAA Santa's Helpers Toy Drive. Of the 3,100 toys and bicycles donated to the children of Collin County, 650 came from City of McKinney employees. City Manager Grimes noted the first City Council meeting of 2021 will be on January 5<sup>th</sup> and in early February City Council will have their Strategic Goal Setting session. City Council will convene and review their priorities in the Strategic Goal Setting meeting and those priorities will serve as a work plan for staff. The staff will add details and performance measures to the plan and prepare a budget to reflect the priorities of City Council.

Community Development Corporation – President Schneible noted the MCDC will meet this Thursday. There will be promotional grant presentations and one public hearing item.

Visit McKinney – Executive Director Guerra noted McKinney Chamber President Hermes was not able to attend the MEDC meeting this morning. President Hermes asked Executive Director Guerra to convey the Leadership McKinney class has been selected for 2021. Executive Director Guerra congratulated President Tokar on his selection for the 2021 Leadership McKinney class. Executive Director Guerra reported last month the Visit McKinney Board awarded grants in the amount of \$15,000. SPG Hospitality received \$8,000 for their "Sip & Stroll" event. The Odysseus Philharmonic Orchestra received \$2,000 and CW Designs received \$5,000 for "Virtual Home Tour for the Holidays". Executive Director Guerra noted the Drum Corps International will be in Indiana for a 3 to 4 day ensemble this summer and will not be able to come to McKinney. Executive Director Guerra noted Visit McKinney did an ad

placement in the Day Tripper promoting McKinney. McKinney was also promoted in the December Texas Highways as “The Day Tripper’s Top Five Picks”. Executive Director Guerra noted there are two influencers who have approached Visit McKinney. Executive Director Guerra noted The Yard is nominated for “Best Patio” and voting is taking place online at bestindfw.com.

**20-1084** Chairman Loughmiller called for the consideration / discussion of the MEDC Monthly Organizational Report. President Tokar noted in January the MEDC will be presenting the complete results for the 2020 KPIs. President Tokar noted the MEDC has done extremely well this year despite the challenges faced in 2020.

**20-1085** Chairman Loughmiller called for the consideration / discussion of the MEDC Monthly Metrics Dashboard Report. President Tokar noted the trade shows and events metric on the Monthly Metrics Dashboard report have been unattainable due to COVID. President Tokar noted the MEDC is at 155% of project goals and at 138% of capital investment goals. President Tokar noted the MEDC will not meet the BRE goal for the year due to COVID. President Tokar noted the email marketing open rate is performing well at 33%, but the decline may be due to the amount of emails people are currently receiving.

**20-1086** Chairman Loughmiller called for the consideration/ discussion/ action on the October 2020 Financials. Financial Compliance Manager Miller noted Finance is closing out fiscal year 2020. Financial Compliance Manager Miller estimated a month and a half before the year is closed and the final fund balance numbers are reported to the MEDC. Financial Compliance Manager Miller reported the month of October revenues were at \$1.3M and expenditures were at \$1M, with most of those funds going to projects. Financial Compliance Manager Miller reported the sales tax for the month of October is applicable to the month of August and there was an 8.7% increase over last year. Financial Compliance

Manager Miller noted Allen had a 5.5% increase, Frisco had a 2.9% decrease, and Plano had a 1.4% decrease. Board members unanimously approved the motion by Board member Cloutier, seconded by Vice Chairman Jones, to approve the October 2020 Financials.

Chairman Loughmiller called for Citizen Comments and there were none.

Chairman Loughmiller called for Board Comments and there were none.

Chairman Loughmiller recessed the meeting into Executive Session at 8:17 a.m.

Chairman Loughmiller reconvened the meeting to open session at 11:16 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Minissale, seconded by Board member Cloutier, to approve Project Orca as discussed in Executive Session.

Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Feltus, to approve Project Handle as discussed in Executive Session.

Board members unanimously approved the motion by Board member Feltus, seconded by Secretary/Treasurer Minissale, to approve the amendment to Project MJ as discussed in Executive Session.

Board members unanimously approved the motion by Board member Cloutier, seconded by Vice Chairman Jones, to approve Playful as discussed in Executive Session.

Board members unanimously approved the motion by Vice Chairman Jones, seconded by Board member Feltus, to approve Project Crush as discussed in Executive Session.

Board members unanimously approved the motion by Secretary/Treasurer Minissale, seconded by Board member Feltus, to adjourn.

Chairman Loughmiller adjourned the meeting at 11:19 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 January 19<sup>th</sup>, 2021.

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BRIAN LOUGHMILLER  
Chairman

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JOE MINISSALE  
Secretary/Treasurer