



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:

- City Manager Gray and I have started a weekly meeting to ensure that we stay on the same page and are prepared to support one another as needed.
- MCDC Executive Director Schneible and I plan on regular meetings to ensure that we are leveraging one another's capabilities and remaining as efficient jointly as possible.
- MEDC will have weekly staff meetings to ensure that staff has what they need to succeed and that we remain focused as a TEAM.
- MEDC, City Manager's Office, MCDC, MCVB and the Chamber are having ongoing meetings to coordinate the most efficient and effective implementation of the previously completed TIP Strategies Strategic Plan to the extent that we feel is appropriate.

Staffing:

- We are currently planning on adding ultimately 2 staff persons. The plan, however, to be as efficient as possible, is to share the administrative services between MCDC and MEDC as is currently taking place and then also share the services of a Research and Marketing Specialist between MEDC and MCDC. The MEDC will ultimately plan to hire 1 more member as an Economic Development Specialist as is necessary, but probably not in the immediate term.

Office:

- We are in the process of completing our move into our new space. This includes the hanging of material racks in the lobby on either side of the television to showcase our marketing material in a professional manner (On Order), Purchasing some chairs and additional furniture for the small MEDC conference room (delivered and set up with some additional installation needed), purchasing some furniture for the President's office (delivered and installed), hanging the project plaques in the office area (In process), hanging further media (art) throughout the office, and we are requesting permission from the building management to hang MEDC / MCDC related media in the hallway leading up to the entrance as well as decaling the windows on the end of the MCDC conference room. Essentially we want to operate as efficiently as possible while looking as professional as possible.

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Technology:

- MEDC has replaced our desktop PC's for John Valencia and Abby Liu with HP all in one's from McKinney IT dept. and have replaced my desktop with an HP Pro-book laptop. All have Window's 7 and Office 2010. Additionally, we are scheduled to transition our IT hosting and support to the City of McKinney's IT dept. this quarter. This will enable us to be fully networked, have a more technologically advanced platform and be better integrated into the City and various ED. Stakeholders. We anticipate approximately a \$7,000.00 Buy-out of our C-Beyond contract and feel this is very well worth it.
- CRM Solution. We are going down parallel paths with this item with the end goal being having a single CRM system that can be purchased and implemented by MEDC, MCDC, the City of McKinney and possibly the Chamber of Commerce as well. This system would allow us to integrate some of the tracking items that we can all use while not duplicating the effort of data entry etc. For example, we would all like to track the Tax base breakdown between residential and commercial as one metric long term. By sharing a CRM, Building Services could keep that metric updated and all groups would be able to access that data. However, as you all know there are items that we will track (ongoing projects, contact names that we really can't have in the public domain... Ideally whatever system we choose will allow us to password protect the certain data and for MEDC to be able to provide permissions on the system to the other stakeholder groups as appropriate. We were initially looking at an MEDC CRM but this has obviously grown in scope and we hope to have something in place within 60 days or so.

Operational:

- We are in the process of taking a hard look at "our process". This includes everything from Incentive policies and possible recommended changes, to application process (see new application), to project tracking via a new CRM solution etc. After discussions with City Manager Gray and others, the plan is for me to bring somewhat of a new approach and incentive policy to the Board and Council for consideration. I hope to be ready for at least preliminary discussions on this by our next Board meeting.
- Additionally, staff as a whole will participate in continuing education as necessary within our field and we will add board orientation / training into our meetings throughout the year.
- MEDC also has a priority of working with our city's building services department to better identify and map our inventory of buildings and sites.

Marketing:

- We are in the process of looking at our marketing peripherals, office appearance as mentioned above, promotional giveaways, identity wear, and marketing opportunities.
- Vice President Liu and I will be coordinating travel schedules for marketing purposes with a plan to cover: Texas One, Team Texas, IAMC, and assorted trade mission

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opportunities and tradeshow. John Valencia will also make possible travel in regards to training and the technology sector he is focused on as needed.

- In short, my plan is for staff in general to be “out-of market” substantially more than I think we have been in the past.
- Mission / Vision Statement: We feel like we need to re-address the organizations Mission and Vision statements, shorten it into one or two sentences and put it into action in our process and visually...
- i.e.: Vision “To Develop McKinney as America’s Premier Community”
- Mission” The MEDC will work to Develop McKinney as America’s Premier Community by: working to create a predictable, Pro-Business environment with our economic development stakeholders that spurs high quality growth and allows community oriented businesses to thrive, supporting existing businesses to assist them in achieving success, and working to build a stronger and more diversified economy by adding quality domestic and international corporate partners who create high quality jobs for our citizens and tax base for our community”...

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