

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JULY 9, 2024

The McKinney Community Development Corporation held a Special Meeting at the MCDC offices, 7300 SH 121 SB, Suite 200, McKinney, Texas, on Monday, July 9, 2024, at 9:00 a.m.

Board Members Present: Chair Angela Richardson-Woods, Vice Chair David Kelly, Secretary David Riche, Treasurer Deborah Bradford, and Board Members Joy Booth and Chris Wilkes.

Absent: Board Alternate Markus Lloyd.

Council Present: Mayor George Fuller, Mayor Pro Tem Dr. Geré Feltus, and Councilman Michael Jones.

Staff Present: MCDC President Cindy Schneible and MCDC Grant Program and Marketing Manager.

Chair Richardson-Woods called the meeting to order at 9:05 a.m. after determining a quorum was present.

Chair Richardson-Woods called for public comments on non-public hearing agenda items, and there were none.

23-0553 Chair Richardson-Woods called for consideration/discussion/action on MCDC Strategic Priorities for FY 25. President Schneible briefly reviewed the current MCDC Vision, Mission and Guiding Principles, and Board members confirmed that no changes were needed at this time. President Schneible shared a ten-year overview indicating that revenues have increased from \$10.8 million in 2015 to nearly \$23.4 million in 2024. Staff and Board counts have remained the same at two and seven, respectively, with an increase in staff to three that will occur prior to the end of this fiscal year. Board members would like to see a reflection of contract staff as well. Ms. Schneible reminded Board members of the strategic guiding principle: "We are committed to working in collaboration with community partners including the City, MEDC, businesses and nonprofits."

Top strategic priority areas in no specific order are:

- Low-income housing – achieve through nonprofit, City and private partnerships;
- Multi-use/mixed-use/destination entertainment projects;
- Historical Cultural District and East Side development;
- Parks and open space development; and preservation of open space and natural areas; and
- Community gathering facility.

Ms. Schneible shared two-year chart analyses indicating grant funding by strategic priority with the following breakouts:

- Parks and Rec -- \$11 million (Neighborhood park renovations, McKinney Greens, Towne Lake, Playground equipment replacement, vehicles & maintenance equipment);
- Collaborative projects -- \$5.7 million (Airport, LifePath, McKinney Roots, roadway infrastructure, Hugs Greenhouse), adding that City Hall Plaza for \$7 million is also part of this category;
- Mixed use/entertainment – just under \$4.4 million (Notes Live, Cami Cakes, Venezia Sepori, MPAC operations, Heard-Craig Center for Arts, Heard Wildlife Museum, Chestnut Square, Main Street Trolley);
- Affordable housing -- \$2.9 million (MHA The Remnant, Sphinx 380 Villas, City and Habitat for Humanity maintenance and repair programs);
- Cultural District/East Side – \$1.1 million (Chestnut Water Tower, Harvest, Hope Hardware Building, Flour Mill, Kelly's Art Shack, The Cotton Mill, Antique Company Mall, Lelo's Coffee, Neathery Estate, T&I Bakery); and

- Community space -- \$804,000 (East McKinney Learning Garden, ManeGait, Boys & Girls Club).

Board members suggested tracking projects that are directly related to economic development.

Board members had an in depth discussion regarding low income housing. Chair Richardson-Woods suggested increasing the Affordable Housing budget to \$4,000,000 to allow for potential contribution to a Community Land Trust. There was discussion about tracking affordable housing by the number of units, and staff will create a chart to reflect number of units citywide, breaking out counts specific to MCDC funded projects. Ms. Schneible updated Board members on The Front Porch task force, a group of interested community partners with a mission to inform and support affordable housing initiatives in McKinney. Participants include representatives from MCDC, City (Assistant City Manager Kim Flom), One Heart McKinney, City Planning, Volunteer McKinney, MEDC, Council District 1, Chamber of Commerce, McKinney Housing Authority, Habitat for Humanity, and Cadence Bank. Additional discussion regarding housing included Council consideration for developer incentives if 60% AMI is incorporated into the development, and Council is receptive to looking at those opportunities on a case-by-case basis.

Ms. Schneible directed conversation towards strategic questions submitted by Board members for discussion.

- Board and Council confirmed MCDC's alignment with City Council goals and strategies and re-confirmed strategic priorities for project funding, with the knowledge that the airport is a City priority that is moving forward and needs to remain an

MCDC focus. Another Council priority for MCDC focus is a resort hotel.

- Board and Council agreed that the fund balance was appropriate regarding projected incoming tax revenue, grants funded, pipeline projects, and potential projects that Council may be considering. There was consensus that spending up to 50% of the current balance could be acceptable.
- Board and Council discussed parameters concerning the Retail Development Infrastructure Grant Program. The current guidelines target Downtown and gateways to the City with a focus on redevelopment. A major priority moving forward is bringing Downtown buildings up to date with fire suppression. The subcommittee was charged with evaluating grant elements and better defining “gateway” locations.
- Board discussed obtaining better data on event outcomes for our promotional and community event grant recipients. Staff will investigate options to gather attendance data in a more timely manner.
- Board briefly discussed leveraging *Community Impact* as a partner, especially for nonprofit group ad buys. It was noted that nonprofits currently receive a larger discount than either MCDC or the City.
- Board discussed establishing a specific goal for the number of affordable housing projects. Suggestions included directing the Housing Subcommittee to define a specific strategies that might include number of units existing and needed, quality of property goals, ownership versus rental, type of property (single homes, small communities, multi-unit), and focus on critical product level (60% AMI).

- Board briefly discussed establishing a goal for the number of multi-use/mixed-use/destination entertainment projects, agreeing that these projects should remain a major focus for seeking opportunities as suited for City growth, but a specific number was not identified.

Chair Richardson-Woods recessed the meeting at 10:50 a.m. and reconvened the meeting at 11:00 a.m.

Regarding items that Board members would like to see added or changed in McKinney, the following ideas were discussed briefly:

- Performing arts center for orchestra, theatre, etc. considering MISD has not been able to make their facilities available to the level needed. Board is aware of MPAC renovations that will potentially allow for larger events.
- Partnering with MISD, Council and MEDC to initiate a culinary program to address the shortage of restaurant staffing (kitchen staff as well as business);
- Communicating and partnering (consider quarterly meetings) with MISD to help address the issues important to MCDC and MISD and fit within MCDC's purview;
- Visiting and talking with potential partners for community gathering spaces (including something similar to The Gathering Space in Tulsa); and
- Need for more hotel rooms, especially with the demand generated through events/projects like NCAA, Byron Nelson, and Notes Live. Staff will share data on room count, preferences on full versus limited service hotels, and occupancy collected by Visit McKinney.

- Briefly mentioned were health facilities on East Side, grocery store on East Side, and how to educate and engage the community on issues with homeless and aging populations;
- Creating a central information and reservation place for listing available meeting space whether City or privately owned; and
- Establishing a nonprofit hub in McKinney to centralize services and intake (Sanchez project).

Board and Council reviewed various policy guidelines including:

- Board discussed establishing clearer guidelines for projects in the ETJ, including affordable housing and ManeGait. The City is making strides towards annexing some of the ETJ areas. Suggestions included encouraging ManeGait, LifePath, and SBG to seek funding from other cities;
- Council and Board members discussed whether MCDC should be more development focused. They agreed that MCDC should find ways to be more proactive in seeking projects desired for McKinney like performing arts space, nonprofit hub, and community gathering areas. Consideration should be given to RFPs/RFQs, as well as travel as needed; and
- Board discussed future funding for Parks after 10 year/\$5.5 million commitment expires including investigating a different funding structure that would allow MCDC more flexibility for project funding but not eliminate major funding for parks.

Regarding strategic priorities, no changes were recommended for the focus areas. Board agreed to change the strategic guiding principle to include “**working proactively and** in collaboration...” and adding performing arts space and full-service hotel and convention center to priorities (see below).

We are committed to working proactively and in collaboration with community partners including the City, MEDC, businesses and nonprofit organizations.

- Affordable housing (60% Area Media Income) achieved through nonprofit, City and private partnerships
- Multi-use/mixed-use/full-service hotel & convention center/performing arts center/destination entertainment projects
- Historic Cultural District and East Side development
- Parks and open space development; and preservation of open space and natural areas
- Community gathering facility and/or nonprofit hub

Chair Richardson-Woods called for public comments regarding matters not on the agenda, and there were none.

Chair Richardson-Woods thanked Council, Board and staff for the thoughtful participation in today's strategic planning discussion.

Board members approved a motion by Secretary Riche, seconded by Treasurer Bradford, to adjourn, in a 5-1-0 vote, Vice Chair Kelly voting no. Chair Richardson-Woods adjourned the meeting at 12:11 p.m.

These minutes approved by the MCDC members on: _____

ANGELA RICHARDSON-WOODS
Chair
DAVID KELLY
Vice Chair

DAVID RICHE
Secretary