

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JULY 23, 2015

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on July 23, 2015 at 8:00 a.m.

Board members Present: Vice Chairman Kurt Kuehn, David Clarke, David Myers, Hamilton Doak, Michelle Gamble, and Board Alternate Rick Glew.

Absent: Chairman Scott Elliott and Secretary/Treasurer Colleen Smith

Council Present: Mayor Brian Loughmiller, Mayor Pro Tem Travis Ussery, Councilwoman Tracy Rath, and Council member Chuck Branch.

Staff Present: President Cindy Schneible, Marketing Director Cayti Stein, Administrative Assistant Sheri Van Slycke, Interim City Manager Tom Muehlenbeck, Assistant to the City Manager Chandler Merritt, Assistant Director of Parks Ryan Mullins, Financial Analyst Trevor Minyard, MPAC Marketing Specialist Aaron Werner, MEDC Interim President Abby Liu, MCVB Tourism Specialist Vanesa Rhodes.

There were 13 guests present.

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

Board members unanimously approved the motion by Board member Myers, seconded by Board member Gamble, to approve the consent items listed below:

- 15-703** Minutes of McKinney Community Development Corporation Special Meeting on June 18, 2015
- 15-704** Minutes of the City Council and the McKinney Community Development Corporation Joint Meeting of June 22, 2015
- 15-705** Minutes of McKinney Community Development Corporation Meeting on June 25, 2015
- 15-706** Vice Chairman Kuehn called for the June Financial Report. Financial Analyst Trevor Minyard gave the board a short tutorial for online budget

reports and offered options for consideration on how delivery of reports would be available for the future. Revenues continue to be strong and sales tax collection, as well as interest income, is ahead of budget. Expenses are well within the budgeted totals. Projected fiscal year 2015 ending fund balance is over \$18 million dollars.

15-707 Vice Chairman Kuehn called for the Board and Liaison Updates.

Chamber of Commerce – Marketing Director Cayti Stein announced that at today's Quarterly Luncheon, the Young Professionals will be collecting toys and gift cards for CASA of Collin County, and all participation is appreciated.

City of McKinney – Mayor Brian Loughmiller welcomed new City Council members Tracy Rath and Chuck Branch. Interim City Manager Tom Muehlenbeck reported staff are in the midst of compiling the budget, and will be having a budget retreat with City Council in early August. Mr. Muehlenbeck continued that the bond referendum is a priority on the agenda, and we welcome three new members to the Bond Committee.

Main Street & MPAC – Marketing Specialist Aaron Werner reported that Main Street is full steam ahead on the Oktoberfest plans. Last year's Oktoberfest was extremely crowded, so this year's staff will be expanding the area to accommodate the crowds. MPAC is in the middle of a downtown music series sponsored by Tesla. Marc Broussard provided a great show with a packed theatre.

McKinney Convention and Visitors Bureau – Tourism Specialist Vanesa Rhodes reported June's walk-in visitors totaled 197, highlighting the out of state visitors at 93, and 14 out of country. Staff assisted with booking 523 hotel room nights for a total of \$38,555. The Made in McKinney Store revenue is up 44% in June sales year over year. Dee-dee conducted both associate and corporate sales calls in Houston. MCVB processed over 3000 leads that came from Tour Texas, Southern Living, Texas State Travel Guide, and See Texas First publications. The Texas

Fly-Fishing Festival is currently on hold, however, finalization of the logistics and details should happen soon.

McKinney Economic Development Corporation – Interim President Abby Liu reported the MEDC staff is working hard to move projects forward. Ms. Liu attended TexasOne in New York City led by Governor Abbott on July 13 & 14, 2015. Additionally, Ms. Liu will be attending the Taiwan Roadshow in early August.

Parks and Recreation – Assistant Director Ryan Mullins stated the groundbreaking for the Aquatics and Fitness Center was a great success, and thanks to all who participated. Work is underway on the Gabe Nesbitt Master Plan update, and partnership opportunities with Frisco, Plano, Allen, and Richardson on a Regional Athletic Field Study are being explored. Bids are going out for the Community Center patio project.

15-708 Vice Chairman Kuehn called for the Marketing Report. Marketing Director Cayti Stein reported being very busy with preparations for the groundbreaking of the Aquatics and Fitness Center. Staff has created a new Aquatic and Fitness Center brochure that was included in the gift bags, and will have more available at the next board meeting to share.

15-709 Vice Chairman Kuehn called for the President's Report. President Cindy Schneible expressed her appreciation to all who participated in the Aquatic and Fitness Center groundbreaking event. Staff is in the process of preparing amended documents for MCDC funding of the Aquatic and Fitness Center. The Retail Coach will be at the next City Council work session to provide an update on their activities with respect to market analysis, retail recruitment efforts, and their next steps moving forward. The Strategic Plan is completed and included in the board folders for final review and feedback. 2016 will mark the 20th Anniversary for the CDC, and Ms. Schneible intends to set up a meeting with the Marketing Committee along with the City's Communication department to develop a

plan to commemorate this important milestone.

15-710 Vice Chairman Kuehn called for an update from the McKinney Garden Club. Signature Project Coordinator Jill Alcantara gave an educational talk explaining the goals and initiatives of the McKinney Garden Club for certain landmark areas of the City of McKinney, and how the CDC grants have helped them make it all possible.

15-711 Vice Chairman Kuehn called for an update from the McKinney Housing Authority on Newsome Homes Project. Executive Director Roslyn Miller reported that the Community Development Block Grants, the City of McKinney, and the Housing Finance Corporation have been meeting weekly with Housing Authority staff keeping all parties abreast of the progress on the Newsome Homes project and to ensure continued collaboration in the pre-construction process for the project. McKinney Housing Authority had expected to close in August; however it is now set for September 2015. Demolition will begin immediately upon closing, and the expectation for completion is nine to 12 months.

15-712 Vice Chairman Kuehn called for a Public Hearing to Consider/Discuss/Act on a request submitted by the City of McKinney, Parks and Recreation Department, in the amount of Five Million, Five Hundred Thousand Dollars (\$5,500,000) for Park Land Acquisition, Professional Design Development Services, Park Construction and Improvements. Vice Chairman Kuehn requested public comments and there were none. Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Doak, to close the public hearing. Board members unanimously approved the motion by Board member Glew, seconded by Board member Clarke, to approve Project #15-04, in the Amount of Five Million, Five Hundred Thousand Dollars (\$5,500,000) for Park Land Acquisition, Professional Design Development Services, Park Construction and Improvements.

15-713 Vice Chairman Kuehn called for the Consideration/Discussion of the

Promotional and Community Events Grant Application Submitted by Heritage Guild of Collin County in the Amount of \$11,000 (PC #15-12) for Advertising and Promotion of the 2015 Holiday Home Tour (\$5,600) and the 2016 Tour de Coop Chicken Coop Tour (\$5,400). Executive Director Jaymie Pedigo reminded the board of all the events that MCDC has granted funds for in the past, and expressed her sincerest thanks. The current grant funding request for \$11,000 is to promote the 42nd Annual Holiday of Homes Tour; and the 2016 Tour de Coop. Ms. Pedigo gave a short presentation with highlights from the past year, and the expectations for this funding cycle. Board member Doak recused himself from the presentation of the Heritage Guild of Collin County, and returned to the meeting upon completion of the presentation.

15-714 Consider/Discuss Promotional and Community Events Grant Application Submitted by St. Peter's Episcopal Church in the Amount of \$6,136 (PC #15-13) for Advertising and Promotion of the 2016 Empty Bowls Event Benefiting McKinney's Community Lifeline Center. Reverend Michael Hoffman explained the Empty Bowls concept is to address hunger in McKinney. Local craftsmen donate artistic bowls of their creation. Event participants pay a modest entry fee and select one of the artisan bowls to in which to have a simple meal, and get to go home with a beautiful reminder that there are people in our community that suffer from hunger, and we need to remember them. The funding request is to promote the 2016 Empty Bowls event.

15-715 Consider/Discuss Promotional and Community Events Grant Application Submitted by North Collin County Habitat for Humanity in the Amount of \$5,800 (PC #15-14) for Advertising and Promotion of the 2015 Monster Mash Birthday Bash. Elizabeth Johnson represented the North Collin County Habitat ReStore, which utilizes the funds they raise to divert bulk waste that would have gone into landfills, as well as fund the new homes built by Habitat for Humanity. The funding request is to promote the 2015

Monster Mash Birthday Bash.

15-716 Consider/Discuss Promotional and Community Events Grant Application by McKinney Main Street in the Amount of \$10,000 (PC #15-15) for Advertising and Promotion of the 2015 Home for the Holidays Event. MPAC Marketing Specialist Aaron Werner gave a short presentation of past Home for the Holidays Event, and explained the future plans of how staff plans to make this event even more special this year. The grant request is to promote the 2015 Home for the Holidays event.

15-717 Consider/Discuss Promotional and Community Events Grant Application by McKinney Rotary Club in the Amount of \$6,000 (PC #15-16) for Advertising and Promotion of the 2015 Rotary Parade of Lights Event. Tommy Stanley, President of the McKinney Rotary Club, stated last year there were more than 15,000 people at the Square for the parade. Mr. Stanley gave a short presentation on the benefits to the community that result from the Parade of Lights, and expressed his thanks to MCDC for consideration of grant funds to promote the 2015 Rotary Parade of Lights Event.

15-718 Consider/Discuss Promotional and Community Events Grant Application Submitted by Holy Family School in the Amount of \$15,000 (PC #15-17) for Advertising and Promotion of the 2015 Believe! Run. Sara Thomas, president of the board of Holy Family School and co-director of the event, shared the history of the Believe! Run and the importance of the funds raised. Ms. Thomas thanked the board for their consideration of the requested \$15,000 for promotion of the 2015 Believe! Run.

Vice Chair Kuehn called for Citizen Comments. Mr. Jon Dell'Antonia, a McKinney resident, expressed his concern that perhaps these events could be better advertised to our local community. Board member Glew confirmed that this issue was highlighted in the strategic planning meetings on how important it is to advertise McKinney to McKinney and it is a high priority for MCDC going forward.

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Vice Chair Kuehn called for Board Comments. Board members Clarke and Doak mentioned how much they enjoyed the Independence Day parade, and expressed gratitude to all involved.

Board members unanimously approved the motion by Board member Clarke, seconded by Board member Myers, to adjourn. Vice Chair Kuehn adjourned the meeting at 9:24 a.m.

Kurt Kuehn
Vice Chairman

ATTEST:

Colleen Smith
Secretary/Treasurer