

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JANUARY 25, 2018

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on January 25, 2018 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Hamilton Doak, Treasurer David Myers, and Rick Glew. Absent: Board members Michelle Gamble and Jackie Brewer.

City Council members Present: Council member Chuck Branch, Councilwoman Tracy Rath.

Staff Present: President Cindy Schneible; City Manager Paul Grimes; Assistant City Manager Barry Shelton; City Secretary Sandy Hart; Director of Parks and Recreation Michael Kowski; Assistant Director of Parks and Recreation Ryan Mullins; Chief Financial Officer Mark Holloway; Apex Centre Manager Teresa Thomason; MPAC/Main Street Director Amy Rosenthal; MCVB Sales Manager Vanesa Rhodes; MEDC Interim President Abby Liu; MEDC Operations and Compliance Administrator Melissa Dixon and MEDC Administrative Assistant Deana Smithee.

There were nine guests present.

Chairman Kuehn called the meeting to order at 8:04 a.m. after determining a quorum was present.

18-069 Minutes of the McKinney Community Development Corporation Meeting of December 21, 2017. Board members unanimously approved the motion by Secretary Doak, seconded by Board member Glew, to approve the Minutes of the McKinney Community Development Corporation Meeting of December 21, 2017.

18-070 Chairman Kuehn called for the December Financial Report. Chief Financial Officer Mark Holloway reported that December is above budget YTD by about 10%. Sales tax figures came in at 4.8% above last fiscal year; this fiscal year is projected to be 5.2% over last fiscal year. Sales tax projections may be adjusted in February when December revenues

come in. Expenditures are below budget in total. There were no notable expenditures outside of normal operations for the month.

18-071 Chairman Kuehn wished everyone a happy New Year and reminded those present that the mission of the MCDC is to work proactively in partnership with others to promote and fund the community cultural and economic development projects that maintain and enhance the quality of life in McKinney; this is a driving force behind everything that we do. Chairman Kuehn was humbled to be part of several organizations that help the less fortunate during the recent cold days; Vintage Church in McKinney housed less fortunate and cold individuals in our city. Chairman Kuehn called for Board Liaison updates.

City of McKinney – City Manager Paul Grimes reported that the McKinney Urban Transit District (MUTD) will meet on January 31st. Agenda items include the development of the MUTD mission statement, logo for the buses, presentation of the transit survey results and a service update for the DCTA (contracted partner that delivers services). The City Council is meeting on February 2nd for the annual Strategic Planning Work Session/Retreat to review strategic priorities and identify any strategic objectives that they want to adopt. Lastly, the City Council authorized Mr. Grimes to execute an amendment to a Purchase and Sale Agreement for 190 acres on the east side of the McKinney National Airport, located on the southeastern corner of the east side of FM 546. This aligns with the Master Plan direction to ultimately acquire about 500 acres around the airport. The sale should close around the end of February.

McKinney Convention and Visitors Bureau – MCVB Sales Manager Vanesa Rhodes shared with the Board that December was an existing month. More than 643 room nights were secured, which provided about \$77,000 in revenue. There were a total of 511 visitors for December.

Ms. Rhodes shared a story about a fiancé of a groomsman in a local wedding, living in Kansas, who came back to McKinney to spend a few nights for some wedding shopping and to purchase her dress and is considering holding some of her bridal activities in the downtown area. Lastly, the *Houston House and Home* magazine ran an editorial piece for the MCVB at no cost.

McKinney Economic Development Corporation – Interim President Abby Liu Liu shared with the Board that the MEDC President Darrel Auterson announced his resignation and she was named Interim President by the MEDC Board of Directors. She looks forward to continued support and partnership, particularly over economic development projects. The MEDC hosted an international prospect from Asia last week; Mayor Fuller and MEDC Vice Chairman Paul Merritt assisted in hosting a lunch meeting in historic downtown McKinney. Independent Bank had a groundbreaking last week, which Ms. Liu described as an impressive event. MEDC is proud of the new development, as it will host the tallest building in McKinney, with six stories.

MPAC/Main Street – MPAC/Main Street Program Director Amy Rosenthal invited everyone to February 11th's the Krewe Barkus, the Mardi Gras dog costume parade, on February 11th. February brings more of the comedy show, *Four Funny Females*, as well as *Diana, the Dancing Dinosaur* with the Texas Youth Ballet. There will be *Night Court* with Judge Paul Riley and a partnership with the McKinney Friends of the Library for Denton's *Quakertown*, with author Lee Martin. There will also be performances by the Young Actors Guild, *Thirty Reasons Not to be in a Play* and the McKinney Repertory Theater's *I Hate Hamlet*. Ms. Rosenthal shared that she had the opportunity to speak to Council about an opportunity to pursue a cultural district designation through the Texas Commission for the Arts. She explained that it is about partnerships and collaborating with local city arts groups and city partners. The Letter of

Intent is due January 30th; the application is due in June. The recognition shows that the city of McKinney has some great assets and could result in possible funding opportunities. DASH continues to run shuttles and has brought in some great feedback from the community, especially with the past rainy days. Ms. Rosenthal updated on the status of cleaning the exterior of the MPAC building. The clocks have been fixed and are back up and running; cleaning of the exterior will hopefully begin as the weather warms up. The work has to begin by July 2018 and must be completed by July 2019.

Parks and Recreation – Director of Parks and Recreation Michael Kowski updated the board on the status of a potential bike share project and clarified that the City has not engaged, hired or partnered with anyone to provide bike sharing in McKinney. Parks and Recreation is reassessing the goals and objectives for bike share by stepping back and taking a look at some of the challenges that the city of Dallas has had with their current bike share program. The 2017 Parks and Recreation Master Plan does a recommendation for a bike share and it is noted as well, that the MCDC has set aside funds for bike share. No funds have been transferred into the Parks and Recreation budget to date. In regards to other projects, several new projects are being kicked off on the east side of town: Old Settlers with some internal rehabilitation, the Senior Center and its expansion, Cottonwood Park with a full renovation, and the Gray Branch site, which is 212 acres on 380 between Ridge and Lake Forest.

18-072 Chairman Kuehn called for the President's Report. MCDC President Cindy Schneible reported the promotional grant final reports that are attached to the agenda continue to improve in quality. The McKinney Art Studio Tour did a great job of demonstrating how the MCDC promotional funds made a difference not only for the event, but in showcasing McKinney and encouraging business development and tourism. There will be a February 5th work session; it will be a joint meeting with CDC

Board and City Council. There is a great group of nominees for the Quality of Life Award to consider this year; there are nine in the individual category and seven in the organizational category. The award will be presented at the Chamber of Commerce Community Awards Celebration on February 23rd.

18-073 Chairman Kuehn called for Consideration and Discussion of a Recap of Apex Centre's Fiscal Year 2017. Apex Centre Manager Teresa Thomason presented the FY 2016-2017 Financials for the Apex Centre. The budget forecasted a little over \$2 million in revenue and \$3.2 million in expenses. The actual budget was a \$2.3 (space) million in revenue and \$3.1million in expenses, netting a negative \$752,646.25. This was quite a bit less than the \$1.2million shortfall in budget that was expected. Memberships grew faster than anticipated. September ended with over 5,000 memberships, and we're currently, at about 5,400 to-date which translates into approximately 18,000-20,000 individuals. The breakout of memberships are 45% paid annually; 55% paid monthly; 93% are residents of McKinney and 7% are non-residents. About 78% of memberships are made up of families; second highest is seniors. The reasons people are leaving are not because they are unhappy; a lot of people joined just for the summer and some are leaving due to not using the center and moving from the area. Scanned visits show summer months as the highest number of visits using day passes. Classes are highly attended and as of September, 241 classes were being offered in the land (did Teresa use the word 'land") area. August had the highest number of class participants with almost 3,400 in all land classes. The highest number of water classes was in August with almost 79 classes; number of users closing out September was 653. The fitness floor has not had an issue with users needing to wait for equipment availability. The gym also has a very high number of users. There were a total of 65 parties and several months of summer camps available with up to 79

participants. Swim lessons were sold out the same day registration opened. There are several swim teams that use the swimming facility. The playroom is at capacity in the mornings; staff does a great job with all of the kids. The Centre is in need of more space; more opportunities for 10-12 year olds; additional programming (space constraint); and complete removal of manual processes. Members are requesting more space on the fitness floor and gym; fans and water fountains upstairs (the fans are being put in next week); supervision for 10-12 year olds; hot tub/sauna; mirrors at free weight area (should be installed by end of February); and larger lockers.

18-074 Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC#18-01) in the Amount of \$8,532 for Advertising, Marketing and Promotion of the 2018 Texas and Collin County World War I Centennial Commemoration Events. Treasurer David Myers shared the Promotional and Community Event Grant committee's observations about the ability this event has to impact business development tourism, specifically heritage tourism; he applauded their application. The cost per capita requests an investment of \$1.07 per visitor; the committee recommended the grant be awarded for the full amount of \$8,532. Board members unanimously approved the motion by Treasurer Myers, seconded by Vice Chairman Clarke, to approve the grant request for application submitted by Collin County History Museum (PC#18-01) in the amount of \$8,532 to fund, for the advertising, marketing and promotion of the Collin County World War I Centennial Commemoration Event.

Chairman Kuehn took the opportunity to share that during this grant cycle a total of \$127,932 was requested with \$75,000 available for grant funding. The committee that was made up of David Clarke, David Myers, and Michelle Gamble thoroughly reviewed all of the applications

submitted to best determine how to utilize the \$75,000 that was available and conform to the requirements of state statutes.

18-075 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#18-02) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2018 Arts in Bloom Event. Treasurer David Myers shared that the committee felt that this event showcases McKinney with attendance from both residents and visitors, has an impact on business and tourism, always includes a solid marketing plan and has a great track record. The cost per capita requests an investment is \$0.50 per visitor; the committee recommended the grant be awarded the full amount of \$15,000. Board members unanimously approved the motion by Board member Glew, seconded by Secretary Doak, funding in the amount of \$15,000 for the advertising, marketing and promotion of the 2018 Arts in Bloom Event.

18-076 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Elemental Essentialz (P&C#18-03) in the Amount of \$15,000, for the Advertising, Marketing and Promotion of the 2018 Gardens, Grill and Goats and Pumpkin Chunkin Events and the 2019 Fall in Love at the Farm Event. Treasurer David Myers stated that the committee felt this was a great concept, however, the planned market café has not opened as of yet; and there were no financials included with the application. They were hoping for more detail regarding the marketing and advertising plans and budget in the application. The cost per capita requests an investment of \$50 per attendee; the committee recommended \$0 for this application. There may be an opportunity for event sponsorships in the future, but given there were no financials included, and the café is not yet open, the committee could not recommend funding. Board members unanimously approved

the motion by Secretary Doak, seconded by Vice Chairman Clarke, to deny the funding request of \$15,000.

18-077 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal Church (PC#18-04), in the Amount of \$7,500 for Advertising, Marketing and Promotion of the 2018 Empty Bowls Event. Treasurer Myers shared the committee's perspective that the application included a very detailed marketing outreach plan; the involvement for McKinney restaurants and artists in this event certainly hits all checkmarks regarding eligibility criteria. The cost per capita requests an investment of \$7.50 per attendee; the committee recommended to award the full amount of \$7,500. Board members unanimously approved the motion by Chairman Kuehn, seconded by Vice Chairman Clarke, to approve the amount of \$7,500 for the advertising, marketing and promotion of the 2018 Empty Bowls Event.

18-078 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC#18-05) in the Amount of \$5,000 for the Advertising, Marketing and Promotion of the 2018 Historic McKinney Triathlon and Kids Triathlon Events. Treasurer Myers shared that the budget for advertising and marketing for this application was for \$2,750; the cost per capita requests an investment of \$6.67 per participant based on the projected attendance. The initial request was for \$5,000, but based on their marketing plan, the committee recommended that \$2,750 be awarded. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Glew, to approve \$2,750, for the advertising, marketing and promotion of the 2018 Historic McKinney Triathlon and Kids Triathlon Events. Treasurer Myers shared that this was the first-time application for this event; the event promotes involvement with local McKinney businesses. The cost per

capita requests an investment of \$6.67 per attendee. The committee recommended that \$5,000 be awarded.

18-079 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by ManeGait Therapeutic Horsemanship (PC#18-06) in the Amount of \$8,000 for Advertising, Marketing and Promotion of the 2018 ManeGait Country Fair. Treasurer Myers shared that this was the first-time application for this event; the event promotes involvement with local McKinney businesses. The cost per capita requests an investment of \$6.67 per attendee. The committee recommended that \$5,000 be awarded. Board members unanimously approved the motion by Treasurer Myers, seconded by Vice Chairman Clarke, to funding in the amount of \$5,000, for the advertising, marketing and promotion of the 2018 ManeGait Country Fair.

18-080 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by McKinney Garden Club (PC#18-07) in the Amount of \$7,500 for Advertising, Marketing and Promotion of the 2018 Garden and Home Tour Event. Treasurer Myers shared that this was a first-time application for this event. There was limited detail submitted in regards to the paid marketing and advertising. The cost per capita requests an investment of \$6.67 per attendee; the committee recommended that \$3,000 be awarded, of the applicant's reduced request for \$4,000. Board members unanimously approved funding in the amount of \$3,000, for advertising, marketing and promotion of the 2018 Garden and Home Tour Event.

18-081 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC#18-08) in the Amount of \$15,000 for Advertising, Marketing and Promotion of the 2018 Farmer's Market, Tour

de Coop and Ice Cream Crank-off Events. Board member Glew abstained from discussion and vote on the item due to his service on the Heritage Guild board. Treasurer Myers shared that the amount requested was for three events, one of which is the Farmer's Market, held weekly from April to November which showcases McKinney, drawing in residents and visitors from neighboring cities. Advertising and marketing for the Tour de Coop and Killis Melton Ice Cream Crank-off was also included in the funding request. The application provided great information regarding ad placement and advertisement; the committee recommended giving the full amount of \$15,000. Board members approved the motion by Vice Chairman Clarke, seconded by Secretary Doak, funding in the amount of \$15,000, for advertising, marketing and promotion of the 2018 Farmer's Market, Tour de Coop and Ice Cream Crank-off Events, by a vote of 4-0-1, with Board member Glew abstaining.

18-082 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Project Graduation (PC#18-09) in the Amount of \$11,900 for Advertising, Marketing and Promotion of the 2018 McKinney's Project Graduation Event. Treasurer Myers shared that the committee did not believe this application demonstrated the event would promote McKinney for the purposes of development and tourism which is a requirement for eligibility and while the committee applauds the event, they recommend \$0 be granted. Board members unanimously approved the motion by Board member Glew, seconded by Secretary Doak, to deny the grant funding for Project Graduation.

18-083 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Smiles Charity (P&C #18-10), in the Amount of \$15,000 for Advertising, Marketing and Promotion of the 2018 Smiles Charity Concert.

Treasurer Myers shared the committee's observation that this has been a historically successful event and it does a good job of showcasing McKinney. The cost per capita requests the investment of \$1.00 per attendee; the committee recommended an aware of \$7,500 for this event. Board members unanimously approved the motion by Treasurer Myers, seconded by Vice Chairman Clarke, funding in the amount of \$15,000 for advertising, marketing and promotion of the 2018 Smiles Charity Concert Event.

18-084 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Community Garden Kitchen (P&C #18-12) in the Amount of \$8,000 for Advertising, Marketing and Promotion of the 2018 Star-Spangled Salsa Fest. Treasurer Myers shared that this was a first-time request for this grant; the timing of the event coincides with Red, White and Boom to capture attendees and audience from other Fourth of July events that features local business, artists and vendors. General information for marketing and promotional plans were included; attendance is estimated at 10,000, which puts the cost per capita at \$0.53 per visitor. The request was for \$8,000; the committee recommended an award of \$5,268 for the application. Board members unanimously approved the motion by Secretary Doak, seconded by Treasurer Myers to approve funding in the amount of \$5,268 for advertising, marketing and promotion of the 2018 Star-Spangled Salsa Fest event.

18-085 Chairman Kuehn called for the Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by the City of McKinney Parks and Recreation Department (PC#18-13) in the Amount of \$15,000 for Advertising, Marketing and Promotion of a Holiday Light Display in Gabe Nesbitt Park. Treasurer Myers shared that this is a first-time request for the three-week event and is envisioned to

compliment other McKinney holiday activities, drawing approximately 50,000 attendees. The RFP application proposed diverse marketing activities. The request is for \$15,000 and the committee recommended an award of \$5,450 for this event. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Treasurer Myers, to approve funding in the amount of \$5,450 for the advertising, marketing and promotion of a Holiday Light Display in Gabe Nesbitt Park event.

18-086 Chairman Kuehn called for a Public Hearing and the Consideration/Discussion/Action on a Project Grant Application Submitted by the Collin County History Museum (#18-01) in the Amount of \$11,550.00 for the Purchase of Equipment and Materials for the Design, Layout and Construction of a "McKinney Then and Now" Exhibit at the Museum. Chairman Kuehn called Collin County History Museum Director Mary Carole Strother to speak. Ms. Strother presented the details of the "Then and Now" project that will launch in February 2019 and end in December 2019. A portion of the funding is for the creation of a Storyboard that will show a layout of the 10 scenes in the exhibits, and will include Government, Entertainment, Food, Industrial, Medical, Communication, Business & Retail, Transportation, Churches and Education and Banks & and Real Estate. The latter four scenes will be replicas and will require funding for construction materials. Another portion of the funding will be for Display Boards consisting of two design layouts: picture over picture paired images and a module theme. Additionally, the funding will cover Interactive display boards, which will consist of QR codes and augmented reality. There will be six exhibit cases displaying artifacts related to the scenes. After the completion of the exhibit, the modules will be used in after-school programming and summer camp programs designed for elementary students. The historic photos and display boards will be displayed in an

exhibit in the foyer of MPAC, where the museum currently has a display in partnership with McKinney Main Street. Board member Glew commended the Museum on the creative use and value of the QR code technology. Chairman Kuehn commented on the importance of preserving the historical pictures for the youth of today. Chairman Kuehn called for public comments and there were none. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Secretary Doak, to close the public hearing.

Chairman Kuehn called for citizen comments.

Ms. Theresa Harris, 801 Brookwater Drive, McKinney commented on the three reasons stated by the Board as to why they were unable to fund the Elemental Essentialz promotional grant requests. She stated that two of the reasons were inaccurate and that the detailed marketing plans had been submitted. Additionally, she said she undersold the draw for the events at only 100 visitors. She indicated she believed there would be far more visitors than she had submitted. She also stated that she believed the cost per capita for each visitor was inaccurate. She requested that the Board take her thoughts into consideration. Chairman Kuehn stated that the Board could not respond to any of her comments, but that her comments would be included in the meeting minutes. Ms. Harris added that the market location was now definitively re-purposing the old bank building on Tennessee Street and said that great things were coming for the future of their café. Chairman Kuehn responded that they look forward to the opening of the café and recommended that Ms. Harris apply for sponsorship in the future.

Chairman Kuehn recessed the meeting into Executive Session at 9:06 a.m. per Texas Government Code: Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Chairman Kuehn reconvened the meeting to open session at 9:25 a.m.

18-087 Chairman Kuehn called for the Consideration/Discussion/Action on the 2018 Quality of Life Awards. MCDC President Cindy Schneible presented background on the Quality of Life Awards, sharing that these

awards originated in 2001 by the CDC. The criteria for this award is an individual and/or organization that has made a significant economic social or environmental impact on the community; led a public use project or facility or initiative that improves quality of life for the community at large; or promoted, developed or enriched quality of life in McKinney through support for expanded recreational, cultural or community activities or amenities, business growth and/or tourism or affordable housing initiatives. If a nominee is being recognized for a project, the project must have been completed in 2017. Beginning with Individual nominees, the Board used a preferencing process to select a nominee to receive the award. Secretary Doak brought up a discussion point regarding whether or not a particular nominee was eligible due to the project not being completed in its entirety in 2017, even though the nominee's portion of the project is completed. President Schneible stated that the criteria serve as guidelines for the Board and it is within the Board's purview to make a decision regarding that point. Board member Glew asked whether it was a better benefit for the project if the recognition comes before the project is completed or once the project is completed in entirety. Chairman Kuehn clarified that in this specific case, the nominee's portion of the project is completed even though the full project is not completed; the Board was in agreement. Chairman Kuehn called for any additional questions or comments on the Individual portion of the vote; there were none. Board members unanimously approved the motion made by Secretary Doak, seconded by Treasurer Myers, to select Colin Kimball as the 2018 Individual Quality of Life Award recipient. Chairman Kuehn called for Board questions or comments on the Organization portion of the vote. Board member Glew clarified the procedure used in the preferencing process. Board members unanimously approved the motion by Secretary Doak, seconded by Treasurer Myers, to select Legacy Texas as the 2018 Organizational

Quality of Life Award recipient. President Cindy Schneible announced that she would reach out to all award nominees and would provide each with a certificate from the MCDC.

Chairman Kuehn called for citizen comments and there were none.

Chairman Kuehn called for Board member comments.

Treasurer Myers thanked President Schneible and the Promotional Grant Committee for all the hard work put into the promotional grants. Chairman Kuehn reiterated that appreciation as well.

Board members unanimously approved the motion by Treasurer David Myers, seconded by Vice Chairman Clarke, to adjourn. Chairman Kuehn adjourned the meeting at 9:42 a.m.

KURT KUEHN
Chairman