



McKinney Economic Development Corporation

President's Report

Peter Tokar, President

August 2018

MEDC Board of Directors,

I am happy to finally be here and get started on moving McKinney EDC to the next level. I wanted to start of my first Board report with an overview of where I am in my 100 day plan I presented to the board in my interview process as well as report on some meetings and strategic directives that I have observed during my interactions with both board members, staff and the community.

First 30 days report:

A. Meet with Board Members, Executive City Leadership, Mayor

- To date I have met with 6 of 7 Board Members, City Manager, 2 Department Directors and the City Attorney
- All the meetings have been productive in gaining insight to the development of our future strategic initiatives.

B. MEDC Staff Engagement

- I have had one on one meetings with all staff members of the MEDC to get to know them and better understand their roles within the organization.
- I have pulled all job descriptions from HR, but I wanted to get to know staff and understand each team member's strengths and abilities before I look at overall organizational structure.

C. Get Familiar with the City of McKinney's business and development ecosystem

- I have met with both Barry Shelton and Michael Quint to better grasp the overall landscape and development process in the city. We are planning on meeting frequently to see how we can assess the development process in the city for improvement.



- D. Understand the Various Aspects of the MEDC including Vision, Mission and Programs
- This is a work in progress. I am still reading through the recently commissioned strategic plan from TadZo. More to come on this.
- E. Get updated on current project pipeline and evaluate response system for new projects
- We have a healthy pipeline of projects. I would like to see a more streamlined system for tracking and reporting on these projects, but we are doing well with being presented with opportunities.
 - I would like to see more outbound initiatives for recruitment.
- F. Review organizational By-Laws, Budget and governing documents.
- In Progress

Overall, it has been a very productive first three weeks. I believe the prevailing items that we will address as a top priority will be:

1. Incentive Process – Application through Administration & Project Response and Management system
2. Overall strategy for development (Complete review of Strategic Plan)
3. Marketing & Branding Campaign (MEDC Organization) – Web, Print, Video, Social Media

That should keep us quite busy while continuing the day to day.

Organizational Initiatives & Updates:

- We have had several meetings with Project Todd, it is undetermined at this time the direction that they intend to go.
- We have the Bisnow Event coming up on Aug 23 at TPC Craig Ranch. We will host over 400 brokers and developers in the city.
- Bruce has arranged a private FAM tour with a McKinney Capital Group, no relation to the city, for Aug 20 to showcase some industrial opportunities.
- John took me to meet Lance Black and tour the MTC. I think we have lots of opportunity for growing some next gen ideas and tech industries at the center and within other like centers around the city. I am looking forward to seeing how our recent investment helps move these initiatives along.