

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

MARCH 26, 2015

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on March 26, 2015 at 8:00 a.m.

Board members Present: Chairman Scott Elliott, Vice Chairman Kurt Kuehn, Secretary/Treasurer Colleen Smith, David Clarke, David Myers, Hamilton Doak, Michelle Gamble, and Board Alternate Rick Glew.

Staff Present: President Cindy Schneible; Marketing Director Cayti Stein; Financial Analyst Trevor Minyard; Parks and Recreation Director Rhoda Savage; MPAC/Main Street Director Amy Rosenthal; and Administrative Assistant Sheri Van Slycke.

There were 6 guests present.

Chairman Elliott called the meeting to order at 8:01am after determining a quorum was present.

15-296 Minutes of the McKinney Community Development Corporation Meeting of February 25, 2015. Board members unanimously approved the motion by Board member Kurt Kuehn, seconded by Board member Hamilton Doak, to approve the Minutes of the McKinney Community Development Corporation Meeting of February 25, 2015.

15-297 Minutes of the McKinney Community Development Corporation Promotional and Community Event Grant Committee Meeting of February 12, 2015. Board members unanimously approved the motion by Board member Kurt Kuehn, seconded by Board member Michelle Gamble, to approve the Minutes of the McKinney Community Development Corporation Promotional and Community Event Grant Committee Meeting of February 12, 2015.

15-298 February Financial Report

Financial Analyst Trevor Minyard reported the Operational Income Statement is an additional supplement to your packets going forward and explained all information included for the Board. Mr. Minyard directed the Board to the large revenue item, the Debt Issuance in the amount of \$24,270,000 that just entered the Statement in February. Costs will be applied soon and will be reflected in the March Financials. Mr. Minyard stated that revenue from sales tax is about 4% over budget for the year, and operating expenses are only at 26% for the year. Overall, the trend is upward compared to last year's sales tax revenues.

15-299 Board and Liaison Updates

Board Chair - Chairman Elliott commented that there some things in life you just take for granted, and one of those things that came to mind as he reflected, was how many people in McKinney are willing to contribute their time and energy to help make McKinney a better place to live-many times unpaid, and always underpaid. He continued that he only has to look at this Board table, as an example. We are happy to have Board members Michelle Gamble and Hamilton Doak join us this year. There were about two dozen people that applied to join this Board, and as he has stated before, Council can only appoint a limited number each year. The second item that comes to mind is the City Council elections; we have 14 people running for those spots. We have a duty to look at these folks and their interest in serving the community and making McKinney a better place to be. We need to be diligent in our research and our votes to elect new members to City council who will move McKinney forward. And finally, Mr. Elliott gave a statement for all to consider: "We tend to judge others on their actions, and judge ourselves by our intent." In conclusion, let's give everyone the benefit of the doubt.

Chamber of Commerce - Peggy Smolen provided an update on a new program being offered through the Chamber called SSA, Senior Services Alliance, which is a program for the senior community. The Chamber has received substantial feedback from the senior community that we need to support their business ventures and professional development. She stated they will have their inaugural meeting on April 10. Also, we are having a Candidate Forum Breakfast with a Round Table opportunity for the attendees to meet the City Council Candidates on April 14 at the El Dorado Country Club. Ms. Smolen mentioned the McKinney Magazine is highlighting the Top 25 Women in Business, and every female in the room should likely be nominated. When submitting applications the most important facets to emphasize are the well-rounded individual, and how these women give back to community, not just about their successful businesses. The selected women will be featured in the June issue. The Relocation Guide, which is the Chamber's annual publication, has been distributed.

Main Street & MPAC - MPAC Director Amy Rosenthal stated the next event on the calendar is Arts in Bloom on Saturday, April 11. The event area has been expanded and we are encouraging our artists to spread out a little more than in previous years. In addition, we will have plenty of street music, and a wine garden. The other component of Arts in Bloom this year is the Juried Art Competition. Friday, May 22 is Bike the Bricks which will include Jamestown Revival for musical entertainment.

McKinney Convention & Visitor's Bureau (MCVB) - President Cindy Schneible offered a report on behalf of the MCVB. During the past month there were 130 total walk-ins, 68 were out of state visitors, nine out of country, 33 were Texas residents, and 20 McKinney residents. There were 944 leads processed from a variety of magazine ad requests. Also, MCVB staff made 32 Association/Corporate sales calls in the DFW/Austin areas.

McKinney Economic Development Corporation – Marketing Director Cayti Stein stated the Development Agreement for Gateway is still under negotiation and close to finalization. There is considerable interest in this location for prospective tenants. In addition, we have the same interest in Craig Ranch and hope to have some announcements soon. The Dallas Business Journal is hosting the Real Estate Awards on April 8th and the two McKinney projects nominated are Texas Crossing and the grocery store at Craig Ranch. Jim Wehmeier and Abby Liu represented Team Texas at Select USA, which is a trade show event designed to recruit international business to the United States.

Parks and Recreation – Parks and Recreation Director Rhoda Savage stated they have three contracts being executed, one for the easement for the SPCA Trail on Stacy Road. The other two are for the Comegys and Wilson Creek Trails. Parks and Recreation has a contract for master planning Gabe Nesbitt Park. In addition, the project team for the Aquatics and Fitness Center met yesterday to review interior selections. The meeting was very productive and the team will meet again in two weeks to further refine options. The Community Center project is ready for bid. Bids for construction of retaining walls in the Valley Creek project open today. We have five applicants that will be interviewed for the Master Plan update over the next couple of weeks. Ms. Schneible will sit on the committee to help make those selections, along with Ms. Savage, and a few other staff. A ground breaking ceremony for the Aquatic and Fitness Center is tentatively planned for July 21, 2015.

15-300 Marketing Director's Report – Marketing Director Cayti Stein mentioned she is using an iPad application that allows her to view, follow along, and make notes with Board Meeting Agendas. Ms. Stein encourages all Board members to download the application. We have several advertisements in print media for May events supported by MCDC. An

interactive link has been created by the Retail Coach; it's an interactive map that highlights McKinney retail opportunity areas along with demographic, psychographic and retail spending information. The link will be on the City of McKinney and McKinney Economic Development Corporation websites.

15-301 President's Report – President Cindy Schneible noted that attached to the Board meeting packet is the status of our Grant Funds. As Ms. Savage mentioned earlier, there was a meeting of the Aquatic and Fitness Center project team to determine interior selections. The design team is preparing a presentation for the April meeting that will include a “fly-through” of the facility. Manhattan is working on construction documents and has targeted May 1st for submission. The targeted timeframe for MCDC approval of the GMP is June and for City Council approval in July. Work is to begin on preparation of the MCDC annual budget, and a meeting of the Finance Committee will be scheduled to discuss. The open Administrative Assistant position was advertised on the City's website for just one week, and HR forwarded 173 resumes for review. Ms. Schneible expressed heartfelt thanks to the Board for all their well wishes after her father's passing.

15-303 Chairman Elliott called for a Public Hearing to Consider/Discuss/Act on Project #15-01, a Project Funding Application Submitted by McKinney Youth Theatre Requesting \$100,000 for Facility Renovation to Provide a Permanent Rehearsal and Performance Venue for McKinney Youth Theatre in the City of McKinney. Board members unanimously approved the motion by Board member Kurt Kuehn, seconded by Board member Hamilton Doak to close the public hearing, and table Project #15-01 indefinitely. The McKinney Youth Theatre provided an excellent presentation at the last Board meeting, and the Board can clearly see a need, however, the Board would like to create a sub-committee to review

how best to meet performance art and facility needs in the community.

15-304 Chairman Elliott called for a Public Hearing to Consider/Discuss/Act on Project #15-02, a Project Funding Application Submitted by McKinney Garden Club Requesting \$4,500 for Upgrade and Enhancement of a Signature Beautification Project in Selected McKinney Medians and Parks. Board members unanimously approved the motion made by Board member Michelle Gamble, seconded by Board member Dave Myers to close the public hearing, and approve the funding of Project #15-02.

15-302 Discuss City Council Goals and Strategies

Chairman Elliott explained that the landscape of MCDC funding has changed due to an annual allocation of \$5.5 million to support the Capital Improvements Plan for the City Parks and Recreation projects, and approximately \$1.8 million per year in debt service for the Aquatic and Fitness Center. The board will also need to keep in mind that anything presented to City Council will need to reference the recently adopted City Council Goals and Priorities, and align with them. Vice Chair Kuehn expressed concern as to how the CDC Board can be more involved in the decision making process for the Parks CIP projects in light of the large percentage of CDC budget that has been allocated to Parks & Recreation and it's Board. Ms. Schneible and Ms. Savage assured the Board that Parks & Recreation understands how important the input from the CDC Board will be and care will be taken to include the CDC Board on the front-end of the decision making process and keep the CDC Board fully engaged. In discussing the line item for contingency expense in the annual budget, consensus was the item was not needed at this time due to MCDC's current fund balance. This could allow for other opportunities for additional funding for Promotional Grants, Sponsorships, and

Projects. Ms. Schneible gave the Board some items to consider regarding use of CDC discretionary monies moving forward. These included identifying a large project to support or offering grants for directed areas of focus as opposed to operating in a reactive manner to grant applications submitted. The Board made it clear they recommend continuing with the current application process, but consider not supporting the same organizations/events year after year, which would allow for newcomers or larger projects. Board members agreed to maintain the Promotional & Sponsorship Grant Fund at \$100,000. Sponsorship funding, within the advertising line item in the budget, is to be increased up to \$50,000 for the next fiscal year. Chair Elliott encouraged the Board to do their homework by reviewing the results from the Quality of Life survey commissioned by MCDC in 2013; reviewing City Council Goals and Priorities; and the results of the recently completed Citizen Satisfaction Survey commissioned by the City; and consider and provide input on the direction that should be taken by CDC to support projects that will provide the greatest benefit to the City and its residents. On a final note, Ms. Stein encouraged the Board, as they look at potential projects, to consider input from McKinney employers, as well.

Chairman Elliott called for Board Comments and there were none. Board Members unanimously approved the motion by Chairman Elliott, seconded by Secretary/Treasurer Colleen Smith, to adjourn the meeting. Chairman Elliott adjourned the meeting at 10:36 a.m.

SCOTT ELLIOTT
Chairman

ATTEST:

Colleen Smith
Secretary/Treasurer