

## **MCKINNEY ECONOMIC DEVELOPMENT CORPORATION**

**JANUARY 21, 2014**

The McKinney Economic Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on January 21, 2014 at 8:00 a.m.

Board members present: Ernest Lynch III, Darrell Tate, Lance Lindsay, Robbie Clark, Chuck Branch, Julie Fort, and Pablo Ruiz.

Staff present: President/CEO Jim Wehmeier, Executive Vice President Abby Liu, Business Retention and Expansion & Emerging Technology Director John Valencia, Marketing Director Cayti Stein, Director of Business Development Chad Walker, Corporation Attorney Mark Houser, and Administrative Assistant Connie Gibson.

Guests present: Mayor Brian Loughmiller, Mayor Pro Tem Travis Ussery, Council Member Geralyn Keever, City Manager Jason Gray, City of McKinney CFO Rodney Rhoades, Chamber of Commerce President/CEO Jodi Ann LaFreniere Ray, MCDC Executive Director Cindy Schneible, Assistant to the City Manager Darrek Ferrell, MCVB Executive Director DeeDee Guerra, and McKinney Courier-Gazetter Reporter Larry McLoda.

Chairman Ernest Lynch III called the meeting to order at 8:01 a.m.

- 14-054** Minutes of the McKinney Economic Development Corporation Board Meeting of December 10, 2013. Darrell Tate made a motion, seconded by Pablo Ruiz, to approve the minutes. The motion was voted on and passed.
- 14-055** Minutes of the McKinney Economic Development Corporation Special Board Meeting of January 7, 2014. Darrell Tate made a motion, seconded by Pablo Ruiz, to approve the minutes. The motion was voted on and passed.
- 14-056** Financial Report. Rodney Rhoades reported we are 25% through the fiscal year. Sales tax continues to come in strong. December sales tax revenues were \$770,221. This is up 6.7% from December 2013. Darrell Tate made a motion to approve the financial report. The motion was

seconded by Pablo Ruiz. The motion was voted on and passed.

Robbie Clark entered the meeting at 8:04 a.m.

Rodney Rhoades reviewed the long term financial plan. Ernest Lynch requested the five year plan be included in every financial report.

**14-057**

Chamber of Commerce

- The Chamber will have their centennial celebration this year. The 100<sup>th</sup> year will kick-off during the quarterly luncheon January 21<sup>st</sup>.
- The Community awards dinner is scheduled for February 28<sup>th</sup>. The event will be held at McKinney National Airport.
- A candidate forum for Collin County Precinct 1 will be held February 7<sup>th</sup>.

Main Street & MPAC

- Amy Rosenthal has been named the new Main Street & MPAC Director.
- The Main Street board will hold a planning session later this month.

McKinney Convention & Visitor's Bureau

- MCVB staff assisted with 23 room bookings this past month.
- 70 bags for two weddings were stuffed during the month of December.
- MCVB office had 184 visitors come in and sign their book in December.
- The MCVB board and staff held a strategic planning retreat January 10<sup>th</sup>.
- The staff will be attending several conferences during the months of January and February.

McKinney Community Development Corporation

- The MCDC board continues to work on the PSA indoor sports facility contract. A groundbreaking will be held in February.
- The board will hear nine grant applications for Promotional & Community events during the January 23<sup>rd</sup> board meeting.
- Deadline for project applications is January 31<sup>st</sup>. The project applications will be presented during the February board meeting.

McKinney National Airport

- Fuel sales at the airport continue to increase slightly.

**14-058**

Marketing and Research Report

- In 2013 MEDC received 72 RFP's and met criteria for 48.
- Cayti Stein continues to work on the GIS program with the City IT department.
- The 20<sup>th</sup> Anniversary event was very successful.
- Cayti Stein attended the NBAA conference in New Orleans the previous week. City and airport staff also attended.
- Two booths were rented for the NBAA conference: 1 for airport and 1 for the FBO.
- MEDC has been working with the airport to develop ads to market the airport assets.

Julie Fort asked if there could be differentiation made between the work done by the Director of Marketing and Margulies Communication.

- 14-059** Business Development Report
- Chad Walker submitted a proposal for Project One Heart.
  - Attended the Bisnow Healthcare Real Estate Summit in Dallas January 15<sup>th</sup>.
  - Chad Walker is working on revisions to the MEDC proposal template.
- 14-060** Business Retention & Expansion (BREP) and Emerging Technology Report
- Work with StatLab continues to progress. The project is expected to close next week.
  - MEDC office is maintaining close contact with the businesses along the 75 construction corridor, with focus on Eldorado Plaza.
  - The Collide Center has been in operation six months. There were ten companies in the program the first week of operation. There are currently 18, with 35 resident members.
  - Margulies Communication has been doing product introduction press releases for Collide Center residents.
  - Statistically 84% of companies that graduate out of incubator programs stay in that community.
- 14-061** Executive Vice President's Report
- Dallas Chinese News gave the MEDC 20<sup>th</sup> Anniversary event ½ page coverage.
  - The Wistron GreenTech Open House was held January 14<sup>th</sup>.
  - Wistron is near completion of Phase I, with plans for Phase II in the works.
  - The representative for the Jungli City Taiwan Sister City partnership will visit McKinney February 7<sup>th</sup>.
  - The Chinese New Year Gala with Greater Dallas Taiwanese Chamber of Commerce will be held February 8<sup>th</sup>.
- 14-062** President/CEO's Report
- Jim Wehmeier reviewed discussion points for the strategic planning retreat.
  - A joint MEDC/City Council work session will be held January 27<sup>th</sup>.
  - Margulies Communication work was included in the President report. Margulies Communication provides strictly PR for MEDC.

Chairman Lynch called for a break at 8:36 a.m.

The meeting was called into Executive Session at 8:45 a.m. per Texas Government Code: Section 551.071(2) Consultations with attorney on any work session, special session, or regular session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed). Section 551.087 Deliberation regarding economic development matters.

The meeting was called into Open Session at 12:11 p.m.

- 1-064** Consider/Discuss/Act on MEDC Target Markets. Discussion was held on the markets MEDC should focus on. The list of MEDC target markets came out of a consultant study.
- Ernest asked if any board members have issues with staff exploring land to purchase.
- Robbie Clark asked if there had been discussions with the airport on “through the fence” development at the airport. City Manager Jason Gray stated the city would like it to be a substantial piece of land, and if so the city is open to it.
- Ernest Lynch asked Lance Lindsay to appoint a committee to investigate potential land purchase in the industrial realm, specifically around targeted markets.
- 14-066** Consider/Discuss/Act on Recommendations for 2014 Corporate Performance Award and 2014 Retention and Expansion Program Award. Lance Lindsay made a motion to approve staff recommendation for the 2014 Corporate Performance award and 2014 Retention and Expansion Program award. Robbie Clark seconded the motion. The motion was voted on and passed.
- 14-084** Consider/Discuss/Act on MEDC Staffing. Jim Wehmeier provided the board with job descriptions of all MEDC staff positions. Currently the city shows two open MEDC staff positions. Comptroller position – would be a shared position between MEDC and MCDC. The City will roll the increase of administrative fees into the comptroller salary.
- Ernest Lynch stated that the position has been budgeted and paid for. Jim Wehmeier stated the thought is to hire someone from the City already familiar with the city system.
- Julie Fort made a motion to direct staff to negotiate sale of the MEDC land at the original proposed price by MEDC President. Robbie Clark seconded the motion. The motion was voted on and passed.

Darrell Tate made a motion to adjourn the meeting. Lance Lindsay seconded the motion. The motion was voted on and passed. The meeting was adjourned at 12:57 p.m.

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ERNEST LYNCH  
Chairman