

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

MARCH 22, 2018

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on March 22, 2018 at 8:00 a.m.

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

City Council members Present: Councilman Chuck Branch

Staff Present: President Cindy Schneible; City Manager Paul Grimes; Assistant to the City Manager Trevor Minyard; Director of Parks and Recreation Mike Kowski; Chief Financial Officer Mark Holloway; MPAC/Main Street Director Amy Rosenthal; MCVB Communications & Marketing Manager Beth Shumate; City Secretary Sandy Hart; MEDC Interim President Abby Liu and MEDC Operations and Compliance Administrator Melissa Dixon.

There were three guests present.

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

- 18-262** Minutes of the McKinney Community Development Corporation Meeting of February 22, 2018. Board members unanimously approved the motion by Board member Gamble, seconded by Vice Chairman Clarke, to approve the February 22, 2018 minutes.
- 18-263** Chairman Kuehn called for the February Financial Report. Chief Financial Officer Mark Holloway reported that MCDRC revenue is above budget, year-to-date by 2.64%. Sales tax revenue, is above budget year-to-date by 3.9%. February sales tax figures came in at 1.6% below last fiscal year. Looking ahead, it appears March numbers will come in at almost 10% above last fiscal year putting the entire year at 4.8% over

last fiscal year. There were no notable expenditures outside of normal operations for the month

18-264 Chairman Kuehn called for Board Liaison Updates.

City of McKinney – City Manager Paul Grimes reported that the new city transit services web pages are live and can be viewed via the city's website. Transit services provided by DCTA, the city's contract provider, have been updated to include a low-income pilot program. The transit authority has adopted a program for low-income individuals and is expanding the transit program to provide services to those individuals. The pilot program will evaluate the usage and data points associated with the usage in order to make recommendations and share findings. Residents can apply for low-income transit subsidy program through DCTA or the city's website. The McKinney population rose by 6.8% in 2018. The January estimate was 179,000 and February brings us over 180,000. The city issued 2,500 single-family building permits, received 400 planning case submittals and issued 97 new commercial building permits. TxDOT is conducting a feasibility study for improvements to the US 380 alignment. The intent is to increase the traffic capacity of US 380. TxDOT intends to have a public meeting on April 26th; representatives will come to a City Council work session on April 30th to share preliminary findings of the alignment options. The city postponed the completion of its comprehensive plan until the alignment of the roads is determined. North Texas Municipal Water District has issued a statement on water quality. You can find the statement on the city's website or by going directly to the NTMWD's website where you'll find quite a bit of information on the chlorination of public water. Due to the amount of misinformation circulating, the city wants to make sure that residents have access to good information.

McKinney Convention and Visitors Bureau - MCVB Communications and Marketing Manager Beth Shumate updated the Board on two applicants for the MCVB's second grant cycle; the first was the Yellowwood Festival, held during Memorial Day weekend, and second was the Star Spangled Salsa Festival, scheduled for July 4th. The MCVB has \$11,500 to give this grant cycle since there was \$1,500 left over from the last grant cycle. The CVB did a site tour of downtown McKinney with the Texas State Society of American Medical Technologists; the Sheraton was awarded that RFP for May 4th-5th. This event will draw 70 attendees and 40-50 room nights. An RFP for Texas AgriLife's annual conference was awarded to the Sheraton for July 2019 after a site visit with fourteen of their planners of downtown McKinney. The event is expected to bring 300 attendees with 100 room nights. This organization is also looking to bring another event to McKinney at a later date. McKinney now has two new food tour companies; the first is Paul and Lali Miles with the McKinney Food Tours of Texas, and the second is We Ate Well Food Tours. Each company's tours take participants to visit six different restaurant locations in McKinney to sample items from each restaurant. MCVB will be partnering with Ripen, a group that connects college students with corporations and organizations for internship-type opportunities and will be working with a group of marketing students from the University of Texas in Arlington. These students will be updating the CVB's press kit and creating blogs on the organization's website. There were 824 room nights and a total revenue of \$80,036 in February. In addition to normal marketing, the MCVB was given two full pages in the Spring Issue of the Travel South magazine, focusing on the Farmer's Market, Arts in Bloom and the Heard Museum.

McKinney Economic Development Corporation – Interim President Abby Liu updated that on February 27th, the MEDC attended an event

hosted by the Dallas Regional Chamber for the Tokyo Chamber of Commerce delegates. On March 1st, the MEDC attended an event hosted by Dr. Matkin with Collin College; the event focused on the new plan for the Technical Campus and for EDC's and BREP's in local communities partnering with Collin College's workforce program.

MPAC/Main Street - MPAC/Main Street Director Amy Rosenthal shared that the Community Band will be performing on Sunday and encouraged Board Members to attend. Eric Marienthal and the Texas Instruments Jazz Band is performing on Saturday evening. Free popsicles are available to those that ride the Dash on Saturday. Dash has had over 3,500 riders since the program was kicked off last summer. The Juried Art Show will be hosted on Saturday, April 7th. Arts in Bloom will take place on Friday, April 13th – Sunday, April 15th; there will be 163 artists showcased from 16 states and Canada. Entertainment will include artists like The Derailers and Hard Nights Day. The Cultural District had two successful meetings regarding goals, challenges and vision; the MCDC Board was asked to participate in an upcoming planning meeting.

Parks and Recreation – Director Michael Kowski was happy to report that the Gabe Nesbitt fields are now open. The tennis facility is underway and on track to be open and operational by this time next year. There will be several upcoming park public input meetings specific to Cottonwood Park and Gray Branch Park. There will be a new Parks Planner starting in April. This position will be focusing on projects such as the digital signage program and park rehabilitation and renovation. The MCDC Board and the Parks Advisory Board will be meeting in April to discuss common goals and priorities.

Secretary Doak commended the Parks and Recreation team on the Trout Derby in February.

18-265 Chairman Kuehn called for the President's Report. MCDC President Cindy Schneible asked the Board to review the reports on grants awarded and funds remaining for the rest of the year and potential projects. There is also an update to the strategic priorities that were adopted last summer. A report on the Santa on the Square event is included for the Board's review, as well as several marketing pieces used to promote that event. The deadline for the current grant cycle is 5:00 p.m. on March 30th; several application are expected to be submitted and will be presented to the Board during the April meeting. The TxDOT input meeting regarding US 380 will be held at the Sheraton on April 26th from 6:00 – 8:00 p.m.

Chairman Kuehn called for citizen comments and there were none. Chairman Kuehn called for Board member comments and there were none.

Board members unanimously approved the motion by Secretary Doak, seconded by Vice Chairman Clarke, to adjourn the meeting. Chairman Kuehn adjourned the meeting at 8:27 a.m.

KURT KUEHN
Chairman