

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

OCTOBER 21, 2019

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on October 21, 2019 at 8:00 am.

Board members Present: Chairman Kenneth Sipiora, Vice Chairman Michael Jones, Secretary/Treasurer Brian Loughmiller, Patrick Cloutier, Dr. Gere' Feltus, Joe Minissale, Tracy Rath and alternate Bill Krueger.

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, Project Manager Madison Clark, Technology and Infrastructure Specialist Michael DePaola, Office Supervisor Deana Smithee, Administrative Assistant Joanne Isom, Councilman Scott Elliott, Mayor George C. Fuller, Mayor Pro Tem Rainey Rogers, City Manager Paul Grimes, Visit McKinney Executive Director Dee-dee Guerra, MEDC Attorney Mark Houser, and Financial Compliance Manager Chance Miller.

Absent: None

There were 2 guests present.

Chairman Sipiora called the meeting to order at 8:02 am after determining a quorum present.

**19-0877** Chairman Sipiora called for the Election of Officers. Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Rath to reappoint Chairman Sipiora, Vice Chairman Jones, and Secretary/ Treasurer Loughmiller to their positions.

**19-0878** Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation Meeting of September 17, 2019. Board members unanimously approved the motion by Board member Rath, seconded by Board member Feltus, to approve the minutes.

**19-0879** Chairman Sipiora called for Board and Liaison Updates. City Of McKinney - City Manager Grimes reported they are actively interviewing for the Assistant City Manager position previously held by Jose Madrigal. The City interviewed six semifinalists last week out of 145 applicants and have narrowed it down to two. City Manager Grimes noted an announcement will be made in the next two weeks. City Manager Grimes reported the Communications Department is working with the Housing and Community Development Department in rolling out the 2020 census communication plan. City Manager Grimes noted information gathered by a census counter cannot be used for information on immigration. City Manager Grimes noted social media web pages in English and Spanish are rolling out to help boost the 2020 census count. City Manager Grimes reported the City's activity in permits is down, while commercial permitting is still strong. Last year, McKinney had 1,921 residential single-family permits compared to 1,181 this year. City Manager Grimes announced the new Frisco High School is under permitting and will be located at Stacy Road. They will be a part of Frisco ISD, but in McKinney city limits.

Visit McKinney – Executive Director Guerra reported the ticket prices for the NCAA will increase on December 9<sup>th</sup>. Information on the NCAA games can be found at [d2mckinney.com](http://d2mckinney.com). Executive Director Guerra noted their participation in the 47th annual Texas Country Reporter Festival in Waxahachie. They displayed videos promoting Home for the Holidays in order to increase attendance. Executive Director Guerra announced their board is currently hearing grant applications. Last year the funds were given to the McKinney Art Studio Tour. Executive Director Guerra announced they are working on a Texas music friendly certification in conjunction with the Sanctuary, Mayor Fuller and Maylee Fuller. Executive Director Guerra noted the article in Community IMPACT on the collection of Airbnb hotel occupancy tax. Executive

Director Guerra reported Marketing Manager Beth Shumate created a newsletter that is distributed each Wednesday which lists upcoming events. Executive Director Guerra noted Sales Manager Vanesa Rhodes had meetings in Green Bay last month. She came back with 15 RFPs for small-market meetings.

**19-0880** Chairman Sipiora called for the consideration/discussion of the MEDC Monthly Organizational Report. President Tokar reported the MEDC participated in Governor Abbott's mission to Japan. The trip allowed for visits to companies that have recently made investments in the Texas regions. President Tokar noted he was able to meet and discuss opportunities with Japanese companies looking to make an investment in Texas. President Tokar reported the finalizing of the new Vice President of Business Intelligence position. He is currently working with Human Recourses and once the paper work is finalized the position will be posted. President Tokar also noted Social Media Manager Kristen Ridout has resigned and they are working to replace the role with a Marketing Executive. Until that position is filled, Centipede will continue to update all the social media channels.

MEDC Attorney Houser seated alternate Board member Kruger in the absence of Board Member Minissale.

**19-0881** Chairman Sipiora called for the consideration/discussion/action on August Financials. Financial Compliance Manager Miller reported the MEDC spent \$941,000 in project expenditures spread across four projects. The projects were planned for, however it did bring the net position of that month to a decrease of \$221,000. Financial Compliance Manager Miller reported the August sales tax collections were identical to last year's August collections at an \$18,000 increase. Financial Compliance Manager Miller reported a 4.1% increase year to date and noted there are three months of sales tax collections coming through before closing out the fiscal year. Board member Cloutier addressed the

description in the checkbook for the Encore Wire payment in the amount of \$930,000. MEDC Attorney Houser clarified the payment to Encore Wire was for a loan made in 2014 that was paid out of sequence.

Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Vice Chairman Jones, to approve the August 2019 Financials. Alternate Board member Krueger voted in absence of Board member Minissale.

**19-0882** Chairman Sipiora called for the consideration/discussion/action on an amendment to the MEDC bylaws establishing term limits for Board officers. After careful consideration and discussion by the board it was decided to let the bylaws stand.

**19-0883** Chairman Sipiora called for the consideration/discussion/action on a Resolution Approving a Policy Regarding Prior Approval of Certain Operational Expenditures. Chairman Sipiora noted a copy of the resolution is in the packet. President Tokar asked to clarify if the resolution is for items above the threshold that are not itemized on the approved budget. Board member Rath noted the resolution calls for approval on any expenditure above the threshold. MEDC Attorney Houser advised to amend the resolution to add verbiage in the definition of operational expenditure which will exclude prior approved line items. The board will move forward with a motion to approve the resolution as recommended.

Board members unanimously approved the motion by Board member Rath, seconded by Board member Cloutier, to approve a resolution approving a policy regarding prior approval of certain operational expenditures.

**19-0884** Chairman Sipiora called for the consideration/discussion of the MEDC Marketing Update. Centipede President Kate Morganelli updated the board on the marketing progress for the MEDC. President Morganelli noted Social Media content is continually being produced and managed along all social media channels and a blog has launched on the website.

President Morganelli also noted we are using marketing automation to send out professionally designed emails and the web site has officially moved over to [uniquemckinney.com](http://uniquemckinney.com). President Morganelli reported the next steps to continue marketing with the MEDC is: 1. Virtualize McKinney – Work with several businesses to schedule virtual tours. 2. Newsletter Creation – Create an economic development and community development newsletter. 3. Ad Campaign – Create hyper-targeted ad campaigns to increase traffic and interest in McKinney. 4. Collaboration – Meet with various city groups in order to ensure collaboration of marketing efforts. 5. Business Q&A - Interview several businesses for content creation across website and social channels. 6. Featured Videos - Work with MEDC and business leaders to produce video content that will be shared on website and social channels.

**19-0885** Chairman Sipiora called for the consideration/discussion of the Technology & Infrastructure Update. Technology and Infrastructure Specialist DePaola updated the board on the partnership between MEDC and the City Manager's Office. Technology and Infrastructure Specialist DePaola noted the launch of the public portal for information on the City's web page: hot topic Q&A section. The portal will include everything from the FCC reports on health, legal and regulatory framework, and city actions taken so far. Technology and Infrastructure Specialist DePaola noted the portal will be continuously updated and used as a landing page for direction to other sites for information. Technology and Infrastructure Specialist DePaola noted several of the timelines outlined at the communication plan presentation have been delayed due to the selection of the wireless consultant. The wireless consultant has been selected and the contract was approved by City Council last Tuesday. Technology and Infrastructure Specialist DePaola reported the consultants will visit in the next couple of weeks and if possible they will speak at a community forum. Technology and

Infrastructure Specialist DePaola noted the contract with the consultant is broken into two phases. The first phase is a measured approach to citywide policies that will: 1 - Evaluate health concerns. 2 - Review and revise the 5G policy and designed standards. 3 - Conduct a cost recovery study of the right-of-way, 4 - Develop right-of-way policies in a fiber master plan. 5 - Create a map of key fiber arterials and design conduit guidelines to make construction and right-of-way easier for companies to perform underground utility work to connect underserved areas and to incentivize developers. Technology and Infrastructure Specialist DePaola reported they will start once the contract is signed and continue through early Q1. Technology and Infrastructure Specialist DePaola noted phase two is not contracted yet, but will allow for offensive policies to go after and recruit this technology into MEDC owned parcels. Technology and Infrastructure Specialist DePaola noted the city side will be interested in creating a conduit lease model for city incentives for fiber conduits around the city to run along the key arterials. That would be a lease model to spearhead provider outreach for cost and revenue share.

Chairman Sipiora called for Citizen Comments and there were none.

Chairman Sipiora called for Board comments. Board member Rath took the opportunity to congratulate Executive Vice President Liu on being named a Dallas Power Woman honoree by Bisnow.

MEDC Attorney Houser noted Board member Minissale's arrival at 7:50 am. Alternate Board member Krueger stepped down to allow Board member Minissale to resume his role in Executive Session.

Chairman Sipiora recessed the meeting into Executive Session at 8:05 am.

Secretary/Treasurer Loughmiller left the meeting at 8:45 am during Executive Session.

Chairman Sipiora reconvened the meeting to open session at 10:06 am.

Board members unanimously approved the motion by Board member Minissale, seconded by Vice Chairman Jones, to approve Project Keyboard as discussed in Executive Session.

Board members unanimously approved the motion by Board member Rath, seconded by Board member Cloutier, to approve to accept the incentives on Project Cube II as discussed in Executive Session.

Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Minissale, to approve Project Roadrunner as discussed in Executive Session.

Board members unanimously approved the motion by Board member Feltus, seconded by Board member Rath, to approve the amendment to AccentCare as discussed in Executive Session.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Cloutier, to adjourn. Chairman Sipiora adjourned the meeting at 10:09 am.

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Kenneth T. Sipiora  
Chairman