



1-20-15

MEDC President's Report:

Ladies and Gentlemen, the following is a brief outline of operational issues that are on my radar screen and in the process of being addressed. Again, this is a brief bullet pointed listing and I will be more than happy to answer any questions or go into further detail.

Communication:

- We are committed to a better stream of communication with the Board, at least on issues that we can send out electronically. I hope you are receiving the weekly updates. If not please let me know.
- Angela Hale with Red Media, who is our legislative consultant, is planning to attend our February Board meeting. The only disclaimer is that it is during session and she does have multiple clients so if something breaks that needs immediate attention she may not be able to get out of Austin.
- Interim City Manager Muehlenbeck and I continue to have weekly meetings first thing each Friday morning schedule permitting. We are also working closely together on pushing the Gateway development project forward.
- MCDC Executive Director Schneible and I continue to meet regularly to stay up to date on operational issues as well as ways we can best leverage one another.
- MEDC is having weekly staff meetings to ensure that staff has what they need to succeed and that we remain focused as a TEAM.
- MEDC's Cayti Stein is participating regularly in the Joint Marketing Meeting with Coco Good and other stakeholder organizations.
- I continue to attend all City Council Meetings when in town as well as MCDC Board Meetings, Airport Board Meetings, and McKinney Alliance Board Meetings.

Staffing:

- **Admin. Position:** We received over 70 interested parties in our Admin. position. Abby and I have narrowed the field to 6 that we will be interviewing this week with hopes to bring someone on ASAP after job offer is made.

5900 S. Lake Forest Dr. Suite 110
McKinney, TX. 75070

O: 972-547-7651
F: 972-542-0926
Toll Free: 800-839-6259

www.McKinneyedc.com

Operational:

- **CRM:** Salesforce is actively building our interface for us and we hope to have it ready for use prior to the next board meeting
- Staff will be providing to the board a monthly project tracking document showing progress / status of projects after the board takes action on them.... This will be provided in Executive Session as many of the projects will still be protected information. You will see the document this month. Please let us know if there is information that you would like to see that is not currently on the document.
- Myself, Abby, and Chad are currently working out a comprehensive marketing travel schedule. This could of course change during the year, but it will give the board a pretty good overview of the staff's plan. This schedule will be available by the next board meeting.
- When we do readdress some strategic planning issues, I believe we need to take a holistic look at the incentive policies currently being followed. Our policies, in my opinion need to be more structured baseline, keeping in mind that incentive policies always provide the opportunity for some flexibility to the board and council.
- I have included a list of legislative issues that have already been filed in Austin that could have an effect on what we do.