



11-18-14

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:

- 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:

- Cindy Schneible and I are beginning to re-address the open position together to ensure that we are able to continue to operate as efficiently as possible while still operating as productively as possible. This position will be an administrative one to work in conjunction with Deb Hass (who is doing a great job for us) and make sure that we, both have adequate administrative support, and are covered at all times administratively (lunch hours, vacation, sick etc.) Deb as an internal employee transfer, also brought an interesting perspective saying the administrative workload in this office is 3 to 4 times what it was in her previous department.

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

- **Administrative Assistant:** Deb Hass hit the ground running and has had a positive impact on our team. Deb, is extremely comfortable with the City's accounting software, board packet software and has a good grasp of the accounting codes, which has helped her have a smooth transition.

Operational:

- **CRM:** We have one more Demo with Sales Force for Economic Development and plan, at this point, to move forward with that solution unless we see a non-starter in its functionality. Thereafter, if the city does develop a cross entity CRM platform then we will look at migrating our data over if that is deemed to be the best solution.
- **GATEWAY:** Executive Session.

FAM Tour: MEDC hosted a Fam. Tour (Familiarization Tour) Wednesday and Thursday of last week for 5 national and international site selectors. Joining us were:

Terry Hansen, Principal - Hickey and Assoc.

Jim Beatty, President – NCS International

Jim Bruce, President – Bruce Facility Planning Consultants, LLC.

Ron Ruberg, Partner – Location Advisory Services, Inc. (New Jersey)

Dick Sheehy, Director Advanced Planning and site selection– CH2M Hill (Portland)

We toured the community highlighting, Encore Wire, Emerson Process Management, McKinney National Airport, McKinney Werx, Texas Crossing Facility, Gateway, Corporate Center at Craig Ranch, Collin College, Housing (Adriatica, Stonebridge Ranch, Tucker Hill, Craig Ranch, Historic District) and proximity to Toyota campus. The goal was to create relationships and provide them valuable information about McKinney (where we are today vs. build out, our target markets, focus development areas and incentives). Additionally, we want to reinforce that if a project they are working on fits our area, we would be a pro-active, professional / confidential and very aggressive EDC staff on behalf of the community. Chad Walker and Cayti Stein took the lead on setting this up and the entire staff, as well as CM Muehlenbeck, Cindy Schneible, the MEDC Exec. officers, Mayor, Mayor Pro-Tem, Councilwoman Keever and MDCD Board Chair participated in various portions of the program (Chad spent the entirety of their visit with them). I believe it went very well.