

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

APRIL 22, 2022

The McKinney Community Development Corporation met in Work Session at the Apex Centre, 3003 Alma Road, McKinney, Texas, on Friday, April 22, 2022 at 8:00 a.m.

Board Members Present: Chair Angela Richardson-Woods, Vice Chair Kathryn McGill, Secretary David Kelly, Treasurer Mary Barnes-Tilley, Board Members Jackie Brewer, Rick Glew and Deborah Bradford, Board Alternate David Riche and Ad Hoc Member Joy Booth.

Staff Present: MCDC President Cindy Schneible and MCDC Administrative and Marketing Coordinator Linda Jones.

Absent: None.

Chair Richardson-Woods called the meeting to order at 8:07 a.m. after determining a quorum was present.

Chair Richardson-Woods called for public comments on non-public hearing agenda items, and there were none.

22-0266 Chair Richardson-Woods called for consideration/discussion/action on MCDC Strategic Priorities for FY 23. President Schneible shared historical data regarding MCDC project funding. She noted that about two-thirds of all funds awarded have supported Parks and Recreation projects, including about \$12 million in 2021. This included \$5.5 million, in line with the agreement approved in 2015 to allocate a total of \$55 million over ten years to Parks. FY 2025 will be the final year of the commitment. Since 1996, approximately \$130 million has been awarded to Parks. Ms. Schneible shared that about 16% of total project grant funds has been awarded to non-city entities since 1996. Chair Richardson-Woods and Board Member Glew thanked members for submitting their strategic discussion points and priority rankings and thanked President Schneible and Linda Jones for their work in preparing for today's strategic session. Vice Chair McGill and Secretary Kelly emphasized that today's collaborative session will prove to be valuable in keeping the Board

focused and purposeful as they make decisions regarding funding allocations. Treasurer Barnes-Tilley and Board Member Brewer expressed the need for decision-making guidelines rather than formal policies that could potentially restrict the Board. President Schneible reminded Board members that for the current fiscal year 10% of budgeted sales tax revenue was allocated for discretionary project grants with an additional \$6 million allocated for economic development project grants. There was extensive discussion regarding MCDC strategies, including major initiatives and projects that the Board considers priorities. Board members identified six key strategic priorities, without ranking.

- Historic Cultural District Support/East Side Development to potentially include Historic Downtown Cultural initiatives and events; retail; parks and entertainment projects in East McKinney.
- Parks development and preservation of open space and natural areas to potentially include purchase of land for open space in developing areas and to potentially create educational opportunities;
- Low-income housing projects that could include partnerships with Habitat for Humanity and the city's Department of Housing and Community Development and potentially other public/private partnerships;
- Development of multi-use, mixed-use and destination entertainment projects.
- Collaborative projects in partnership with community partners (City of McKinney and MEDC) and nonprofit partners.
- Community gathering facility to support cultural programming and events for youth as an initiative to bridge East Side to Downtown to West Side.

While not eliminated from project consideration, public transportation and

signage (wayfinding and promotional) were removed from the list of top strategic priorities.

Recognizing that formal policy may restrict Board decisions, board members discussed guidelines and potential policy changes in the following areas.

- Marketing – potential programs discussed included marketing education (specifically social media) for nonprofits;
- Public awareness of MCDC grants – potential efforts include presence at Neighborhood Services events, speaking at nonprofits (3e and Volunteer McKinney), targeted mailers to nonprofits and Leadership McKinney alumni, and a broader BUY MCKINNEY campaign;
- Development of guidelines/benchmarks (rubric) to help during funding decisions – potential considerations included number of applications from same entity per year, location (ETJ versus City limits); and
- Education for grant applicants on funding options (loans in addition to grants).

This discussion will continue at the May 26 regular MCDC Board meeting.

Chair Richardson-Woods called for public comments regarding matters not on the agenda, and there were none.

Chair Richardson-Woods thanked Board members and staff for the thoughtful participation in today's strategic planning. Board Member Bradford thanked staff for their preparation for the meeting.

Chair Richardson-Woods called for additional Board comments, and there were none.

Chair Richardson-Woods called for a motion to adjourn. Board members unanimously approved a motion by Board Member Bradford, seconded by Vice Chair McGill, to adjourn. Chair Richardson-Woods adjourned the meeting at 10:21 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the MCDC members on:_____

ANGELA RICHARDSON-WOODS
Chair

DAVID KELLY
Secretary