

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

MARCH 27, 2014

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on March 27, 2014 at 8:00 a.m.

Board members present: George Fuller, Michael Puhl, Scott Elliott, Colleen Smith, David Clarke, and Kurt Kuehn. Board member David Myers was absent.

Staff present: Executive Director Cindy Schneible, Administrative Assistant Connie Gibson, and Director of Marketing Cayti Stein.

There were several guests present.

14-293 Minutes of the McKinney Community Development Corporation board meeting of February 27, 2014. Michael Puhl made a motion, seconded by David Clarke, to approve the minutes. The motion was voted on and passed.

14-294 Financial Report. Rodney Rhoades, City of McKinney CFO provided the report. The fiscal year is 42% complete and all expenditures are in line with the budget. Revenues collected are running slightly higher than original projected amounts. The sales tax receipts for February are down slightly from February 2013. The finance department will be reviewing and potentially revising the five year plan projections.

14-295 Board and Liaison Updates

Chamber of Commerce

- The Chamber President recently resigned. Until a new President is named, Peggy Smolen will communications and McKinney magazine. Deb Fitzgerald overseeing Young Professionals, Membership, and the Leadership program. Amy Kirk will oversee Chamber operations.
- The Woman's Alliance of McKinney Crawfish Boil will be held April 12th.
- McKinney magazine will hold an unveiling of their Arts and Entertainment issue on April 2nd.

City of McKinney

- Barry Shelton has been named Interim Deputy City Manager and will oversee Development Services, Municipal Courts, PROS, Main Street and the Grants Department. Deputy City Manager Rob Daake will oversee Human Resources, IT, City Secretary's office, Community Engagement, Financial Services and the Library System. Deputy City Manager Jose Madrigal will oversee Police, Fire, Water Utilities, McKinney National Airport, Communications and Marketing and other projects as they are presented.

Main Street & MPAC

- Beatlemania ticket sales have been very good. The performance will be held at MPAC on March 29th.
- Arts in Bloom will be an all-day event on April 12th. Activities scheduled include: WAM Crawfish Boil, Arts Club 50th Anniversary Art Show in MPAC, performances by Page 43 Jazz Band, and much more.
- A viewing party of the Texaco Showdown featuring McKinney Artists Will and Crystal Yates will be held April 13th.
- A juried art show will be held May 3rd at MPAC.
- A Cinco de Mayo event is being organized by new downtown restaurant Bien Salsa. The event will be held May 4th.

McKinney Convention & Visitor's Bureau

- MCVB staff counted 161 walk-ins to the MCVB office this past month.
- Ads were placed in the March issue of Houston House & Home, USA Today Summer Travel Issue, and March Texas Highways.
- 182 hotel rooms were booked with MCVB assistance, resulting in total revenue of \$19,787.00.
- Staff responded to 13 RFP's; 11 of the RFP's were for weddings, and 2 were sports-related.
- Good Morning Texas recently did a very nice feature piece on Adriatica. George Fuller was interviewed for the feature.

McKinney Economic Development Corporation

- The MEDC office has seen a great deal of activity the last several months.
- MEDC staff is negotiating several large projects. Staff anticipates announcements regarding the outcome of negotiations on two projects very soon.

Parks, Recreation & Open Spaces

- McKinney Aquatic and Fitness Center project kick-off meeting was held March 26th. Design workshops are planned for April.
- Bonnie Wenk phase II plans are tentatively scheduled to go to City Council on May 8th for architectural design approval.
- The Easter "eggstravaganza" will be April 19th at the soccer fields at Craig Ranch. This venue will allow for more parking and participation. Over 33,000 plastic eggs will be stuffed for the event.
- Plans are underway for the July 4th Red, White & Boom! event. Zane Williams will be the featured entertainer again. The event will be simulcast by Dallas FM station WRR 101.1.

14-296

Marketing Report

- MCDC participated in the City's first Townhall on March 6th, where city departments and city boards had booths offering information to residents in attendance. The event was held at McKinney High School.
- Kiwanis Triathlon was held March 23rd. The event was well attended despite the cold weather.
- MCDC may participate in the Tucker Hill Spring Fling with an information booth.

- Cayti Stein is developing a marketing brochure.
- MCDC, MEDC, MCVB, and the City have partnered on ads in 30 kiosks throughout Highland Park and Uptown. The ads will run for four weeks during NCAA for a total of \$6,000 (\$1,500 provided by each organization).
- A billboard ad located along the Dallas North Tollway at Maple Avenue was purchased recently to promote McKinney National Airport.

George Fuller called the meeting into Executive Session at 8:20 a.m. per Texas Government Code: Section 551.071(2) Consultations with attorney on any work session, special session, or regular session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed). Section 551.087 – Deliberation regarding economic development matters.

The meeting was called into Open Session at 9:11 a.m.

14-298 Consider/Discuss/Act on Project #14-02 as submitted by Dallas Off-Road Bicycle Association request for \$2,600 for the purchase of tools & equipment for rehab and reroute sections of trail in Erwin Park. Michael Puhl made a motion to approve the request for funding. Colleen Smith seconded the motion. The motion was voted on and passed.

14-299 Consider/Discuss/Act on Project #14-03 as submitted by McKinney Fire Department/Fire Museum requesting \$51,000 to restore a 1924 fire engine that will be located within the Fire Museum at Station #1. A motion was made by Scott Elliott, and seconded by Dave Clarke, to approve the funding request. The motion was voted on and passed unanimously. Kurt Kuehn stated he hoped the addition of the restored fire engine will provide an opportunity for expanded promotion of the museum and increase visitors to the exhibition.

14-300 Consider/Discuss/Act on Project #14-04 as submitted by McKinney Housing Authority requesting \$500,000 in funding for the redevelopment of Newsome Homes into a senior housing community. Michael Puhl made a motion to approve funding \$150,000 of the \$500,000 requested to McKinney Housing Authority. The motion was seconded by Kurt Kuehn and voted on. The motion passed.

14-301 Conduct a public hearing to consider/discuss/act on Project #14-01 (Project Heat) as submitted by financial services company for financial incentives to establish a technology center in McKinney, Texas, in an amount up to two million dollars (\$2,000,000). MEDC President/CEO clarified that the funding is based on the number of new full time employees, added to the company and documented, over a three-year

period. There will be multiple performance measures the company will need to meet to receive incentives. Dave Clarke made a motion to approve funding the project up to two million dollars, as performance measures are met and documented. Michael Puhl seconded the motion. The motion was voted on and passed.

14-297

Executive Director's Report

- Site work continues on the PSA site. Dirt saturation is nearly complete. The drainage system is expected to be placed by the end of March. Weekly construction meetings will begin in April.
- The Samaritan Inn is planning construction of a new, larger shelter on land south of their current location. They may apply for a grant from MCDC to support the project.
- TAPS public transportation has done very well since beginning service in McKinney. Ridership since July has increased from 100 riders daily to 500 riders daily. TAPS representatives will be invited to make a presentation to the board at an upcoming meeting.
- Kharmik Advertising has submitted a proposal for a "My McKinney" campaign to educate residents about the impact of their local purchases on funding community facilities and amenities with sales tax dollars. Board members are asked to provide input.

Kurt Kuehn reported that the "Night Moves" 5K event was a good inaugural event.

Kurt Kuehn made a motion to adjourn the meeting. The motion was seconded by Scott Elliott and voted on. The motion passed. The meeting was adjourned at 9:28 a.m.

GEORGE FULLER
Chairman