

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**FEBRUARY 27, 2020**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on February 27, 2020 at 8:00 a.m.

Board members present: Chairman Jackie Brewer, Vice Chairman Rick Glew, Secretary Mary Barnes-Tilley, Treasurer Angela Richardson-Woods and Board members Kathryn McGill, David Kelly and John Mott.

Alternate Board member present: Deborah Bradford.

City Council members present: Scott Elliott.

Staff present: President Cindy Schneible; City Manager Paul Grimes; Assistant City Manager Kim Flom; Assistant to the City Manager Trevor Minyard; Assistant City Manager Barry Shelton; Assistant Director of Parks and Recreation Ryan Mullins; Financial Compliance Manager Chance Miller; MEDC President Peter Tokar; Visit McKinney Sales Manager Vanesa Rhodes; Community Services Administrator Shirletta Best; Main Street Program Coordinator Aaron Werner; Creative Services Manager Michelle Feldker; Website Specialist Valerie McKito; City Secretary Empress Drane; Deputy City Secretary Lisa Sewell; and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chairman Brewer called the meeting to order at 8:00 a.m. after determining that a quorum was present. Ms. Brewer announced that the Chamber Community Awards Celebration was last week, and MCDC presented three Quality of Life Awards to McKinney Fire Department's Community Healthcare Program, McKinney Police Department's Neighborhood Police Officer Unit and Mary Carole Strother, volunteer Executive Director of Collin County History Museum. Ms. Brewer asked everyone to take a moment to reflect on things that matter in memory of a McKinney police officer who took his own life a year ago.

Chairman Brewer called for public comments on any agenda items and there were none.

**20-0198** Chairman Brewer called for action on the minutes of the McKinney Community Development Corporation Meeting of January 23, 2020. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Vice Chairman Glew, to approve the minutes.

**20-0199** Chairman Brewer called for action on the minutes of the McKinney Community Development Corporation Project Subcommittee Meeting of January 28, 2020. Board members unanimously approved a motion by Vice Chairman Glew, seconded by Board member Mott, to approve the minutes.

**20-0200** Chairman Brewer called for the financial report. Financial Compliance Manager Chance Miller noted that the January statements reflect that \$577,000 of community grants were paid, the majority of which was for the Cotton Groves project and park construction. Sales tax for January was 11% higher than the same timeframe of 2019, which brings the yearly increase to 11%, which is about double what was budgeted. Mr. Miller called for questions. Chairman Brewer called attention to the sister city sales tax comparison which shows 11% for McKinney, 3.7% for Plano, 5.5% for Frisco and 7.9% for Allen. Chairman Brewer asked for questions on the Checks Issued report, and there were none.

**20-0201** Chairman Brewer called for Board and Liaison Updates.  
City of McKinney. City Manager Paul Grimes stated that City Council met for its strategic goal-setting workshop on February 7. The first priority is the \$350 million bond package which will be implemented over the next five to seven years. Second is a focus on a global housing review and strategy. A consultant has been hired to help determine where McKinney

has gaps in its housing market and what strategies could be utilized to help bridge those gaps. Third is to emphasize the concept of McKinney as a destination. Fourth is to focus on the airport, specifically regarding potential passenger service. Fifth is to emphasize diversification in public safety hiring, including the fire department, which historically has been challenging nationwide. Sixth is an emphasis on pedestrian mobility, which includes all transportation other than automobiles including walking, cycling, and scootering. This is especially important with the growth of our senior population. Seventh is to focus on and improve the city's recycling efforts. Recycling nationwide appears to be in a recession, and the goal is to increase the city's diversion rate so that recyclable materials don't end up in the landfill. Staff will develop an implementation plan for each of these priorities for Council to review and approve in early May. The budget development process will begin in late May. Mr. Grimes added that a 5G public input meeting was held February 12 with a standing room only crowd. He added that national and state laws now limit local a municipality's ability to stop the development or growth of 5G technology. The city is studying potential design standards and health risks of 5G, with the goal of doing everything possible to control McKinney's destiny in the 5G arena. Mr. Grimes asked for questions. Secretary Barnes-Tilley asked for clarification on efforts going forward regarding recycling. Mr. Grimes replied that there would be a more comprehensive residential education campaign. He added that McKinney offers the convenience of single stream recycling, but a large amount of what goes into recycling bins ends up in the landfill when residents don't follow the guidelines. Vice Chairman Glew stated that President Schneible is developing a list of potential large projects, and asked if MCDC could have a collaborative joint session with City Council to discuss those items. Mr. Grimes stated that there is a plan for an upcoming joint meeting.

Visit McKinney. Vanesa Rhodes, Visit McKinney Sales Manager, stated that the Visit McKinney Board met recently and is considering grant applications totaling over \$36,000 with a budget of \$25,000. Grant applicants included Heritage Guild, Drum Corps International (DCI), Heard Craig Center Arts Meets Floral event, Game Day Foods Salsa Fest, SBG Wine and Music Festival and McKinney Summer Opera. DCI will be in McKinney in July and will feature a drum corps battle at TUPPS. Additionally, the Southwest Officials Coaches will be back in McKinney this summer for their event. Ms. Rhodes asked for questions, and there were none.

McKinney Economic Development Corporation. MEDC President Peter Tokar stated that they have numerous projects in the pipeline, many that provide opportunities for the MEDC and MCDC to work together. He stated that President Schneible has been a valuable partner, and he believes it benefits the city for the two organizations to work cooperatively. Mr. Tokar stated that the Business Retention and Expansion (BRE) task force consists of representation from the MEDC, Visit McKinney, Chamber of Commerce and now the MCDC. Mr. Tokar stated that they are anticipating some big project announcements this year. He added that he continues to look forward to working together with the MCDC. He asked for questions, and there were none.

McKinney Main Street/MPAC. Chairman Brewer referred Board members to the report attached to the agenda. Vice Chairman Glew reported that he attended the Krewe of Barkus and was impressed with the event.

McKinney Parks and Recreation. Assistant Director Parks and Recreation Ryan Mullins stated the Parks Department is managing a lot of events and projects, including three big events this past weekend. First was the social dance night at the Community Center, which is an event for adults with special needs. Second was a wellness event at the Apex

Centre. Third was the Trout Derby at Towne Lake which drew a crowd of over 1,000. The Parks Department held a hiring event to begin hiring about 250 summer employees, and they hired 102 that one day. He added that most of the new hires are high school students who are first time job holders who will now have some discretionary income to spend in McKinney. Mr. Mullins added that construction is ongoing at Old Settlers. Construction on the renovations and expansion at the Senior Recreation Center will likely begin near the end of March or early April. Finch Park Phase IV is underway and includes a new pavilion, resurfacing basketball courts, adding hike and bike trails, adding parking, and restriping the tennis courts to accommodate the growing sport of pickleball. Mr. Mullins asked for questions. Vice Chairman Glew commented that the designs for the kiosks that were presented at the last Parks Advisory Board meeting, and the photographs of the proposed kiosks are exactly what he believed MCDC Board had envisioned. Mr. Mullins added that they are working with Dektronics on the kiosks as well as the replacement of 22 digital scoreboards and the addition of two new digital scoreboards throughout the parks system. He added that the kiosks are a little more complicated because the Texas heat requires them to have a cooling element.

**20-0202** Chairman Brewer called for the President's Report. President Schneible reminded the Board to let Linda Jones know about their attendance at MCDC-sponsored events, so we have accurate reporting back to grant recipients on our full support of their events. She called attention to the promotional grant reports attached to the agenda. The NCAA game's attendance increased by 1,000 over last year, hotel bookings grew from 195 to 560, and they had several events to showcase McKinney including Tacos and Cerveza and the Fan Fest at TUPPS. She added that ESPN broadcasted the game and advertised it in advance, which

provided promotional benefit to the City of McKinney. Ms. Schneible reported that the Direction 61:3 Mosaix concert fell a little short of their attendance projections, but attributed that to the holiday school calendar and the change of venue. However, they will not face those challenges going forward, and there was positive feedback on the event. Ms. Schneible reviewed Retail Coach cell phone analysis for *Home for the Holidays*, which indicated that 56,000 individuals attended the event with 64,000 visits, despite the poor weather. She added that a post-event survey of merchants indicated that 81% said the event provided additional foot traffic, and 77% reported an increase in sales. The Board will be acting on grant applications for the first of three Project Grant cycles today. The total allocation for project grants for this year is a little over \$1.5 million. Ms. Schneible congratulated Linda Jones for completing the HPO Emerging Leaders program and representing her graduation class as one of the speakers. Ms. Schneible reminded the Board that the next cycle for Project Grant applications opens March 1, and those will be presented to the Board in April. Ms. Schneible asked for questions. Secretary Barnes-Tilley asked for clarification regarding the cell phone data, and Ms. Schneible stated Retail Coach estimates that they capture approximately 80%, so total attendance at *Home for the Holidays* could be estimated closer to 70,000.

**20-0203** Chairman Brewer called for an update on the "Buy McKinney. Spend It Here. Keep It Here." campaign and website updates for McKinney Community Development Corporation. City of McKinney's Creative Services Manager Michelle Feldker shared that the campaign was successfully launched and Phase I of the campaign is complete. Phase II is underway and involves integrating and cross promoting the message. These efforts include participation at events and programs, promotions within facilities, video tags, and calendar entries.

Additionally, marketing is preparing to launch a series of videos and continuing to look for ways to promote and educate. The “IT’S MY McKINNEY” button and messaging is being included on various websites of MCDC funded projects including the Parks Department pages, calendar entries and on previously produced videos. Additional methods for integrating the message include a Parks Guide ad, construction signs with the button, grant recipient signs and project-specific messaging like the future fitness court. Ms. Feldker introduced Website Specialist Valerie McKito. Ms. McKito acknowledged that the website is still a work in progress, but is well underway. She added that some of the updates won’t take place until the website redesign with the vendor. The Home Page has been streamlined to highlight a few events and projects at a time, and the menu has been streamlined as well. The new “About Us” page has all information on one page to reduce the number of clicks needed to find information. The “Community Impact” page incorporates the new campaign with live buttons that navigate to various areas of grant funding provided by MCDC including Parks and Open Space, Affordable Housing, Facilities and Events. The new landing page for “Grants and Awards” provides a quick summary, and one click takes you to all the information for each type of grant. Ms. McKito added that the page provides “anchors” that take visitors directly to specific grant details. She acknowledged that the anchoring is slightly off which will be fixed with the full redesign, but added that the format is perfect when viewed on a mobile device. Going forward, marketing will review how applications are coming into the system and will be working on solutions for some of the issues currently causing problems. Ms. McKito asked for questions. Secretary Barnes-Tilley complimented the team on the look of the website and asked about adding the “IT’S MY McKINNEY” to the Home Page. Ms. McKito replied that the small button is there now that allows one click to the “Community Impact” page, but we will have more

flexibility and control with the layout once the redesign is complete. Ms. Barnes-Tilley added compliments regarding the continuation of the round logos throughout. Vice Chairman Glew complimented the marketing team on the success of the campaign thus far, and acknowledged that the community seems to be appreciating and understanding the message. He concurred with Secretary Barnes-Tilley that it would be great to include the two buttons in a larger format on the Home Page. Ms. McKito assured that those ideas would be incorporated when the redesign removes some of the current constraints. Mr. Glew also suggested adding a highlight video to the Home Page. Ms. Feldker added that there are already some videos in production, and those will be added to the website. Board member McGill offered compliments on the reorganization of the website, and stated that the new infrastructure makes the website much easier to navigate. President Schneible thanked Ms. Feldker, Ms. McKito and Linda Jones for their work, and complimented them for the results especially within the confines and constraints that exist now.

**20-0204** Chairman Brewer called for an update on the 2020 census and the "Let's Make McKinney Count" campaign. Community Services Administrator Shirletta Best recognized members of the census committee. Ms. Best stated that the decennial census is mandatory, and she emphasized the importance of the census as that data will impact decisions for the next ten years. Data collected will be used in major decision-making by businesses and non-profits, and often determines distribution of resources including grant funding for housing, public services, airport expansion, facilities and schools. The data will also determine the number of legislative representatives in our state. This year's census will be able to be completed by mail, email or phone. The census will be a short questionnaire collecting basic information such as name, age, sex,

race and origin, home ownership status, relationship status and phone number, but citizenship status will not be asked. Along with this basic census, some households will be selected to complete the American Community Service which will collect additional data. The census will start March 12. In 2016, Texas received more than \$59 billion based upon the decennial census. Ms. Best stated that City Council has appointed a Complete Count Committee (CCC) which consists of educators, business leaders, non-profit organizations, faith-based organizations and community advocates to work together to create census education and activity resources. Training began in 2018, and the rollout includes a direct, detailed and colorful campaign aimed at reaching every facet of the community. In addition to the MCDC, the school district is a top partner. This partnership is critical. Historically, data indicates that those who have been consistently under-counted include children under the age of five, youth, special needs individuals and teachers. The City of McKinney and MISD have annual joint meetings, and the CCC has been able to present information and engage with the ISD trustees. Data from the census will be used to help determine (1) planning for school facility capacity and staff including ESL and special needs, (2) funds for Head Start and Reduced-Cost School Lunch programs, (3) funds for special needs programs, (4) diverse resources, and (5) MISD annual funding. Ms. Best announced the campaign as “Census 2020: Let’s Make McKinney Count.” MISD has established March 30-April 3 as Census Week. School district programs and support include:

- Featuring the campaign slogan on the stadium screen;
- Showing an MISD Census 2020 PSA during breakfast and lunch periods;

- Sharing the Census 2002 web button on MISD and school websites;
- Allowing school libraries to serve as Questionnaire Assistance Centers; and
- Encouraging teachers to use *Statistics in the Schools* materials.

The CCC has developed a Response Outreach Area Mapper (ROAM) which indicates which areas of McKinney had less response during the last census, so most outreach will be in these areas. Ms. Best shared with the Board ways that they can help in the effort including sharing the website, highlighting census materials, distributing information and reminding people that July 31 is the deadline to complete the census. Between March 12 and March 31, families will receive letters and have an opportunity to complete the information. Then between May 13 and July 24, census takers will go door-to-door for those who haven't completed the form. April 1 is officially designated nationally as Census Day, and our community will celebrate Collin County Census Day with an event at the County Courthouse. The goal is to count everyone once, only once and in the right place. Ms. Best asked for questions. Board member McGill stated that she has been engaged with some of the census efforts in Dallas and at the State level, and said she is very impressed with the work the City of McKinney team is doing with the resources available. She reiterated that the repercussions of not being counted will be very long lasting.

**20-0205** Chairman Brewer called for consideration/discussion/action on Project #20-02, submitted by ManeGait Therapeutic Horsemanship in the amount of six thousand eight hundred dollars (\$6,800) for funding of directional and wayfinding signs at the ManeGait facility located at 3160 N. Custer Road, McKinney Texas. Amount requested represents 30% of

total project cost. Board members unanimously approved a motion by Board member Kelly, seconded by Board member McGill, to approve full funding of this grant in the amount of \$6,800.

**20-0206** Chairman Brewer called for consideration/discussion/action on Project #20-03, submitted by Habitat for Humanity of Collin County in the amount of seven hundred thirty-nine thousand fifty-four dollars (\$773,224) for funding of critical home repairs for low income residents in McKinney (\$120,000); land acquisition and lot preparation for up to six lots for construction of homes under Habitat's Affordable Housing Program for low income residents in McKinney (\$300,000); Cotton Groves Amenity Center (\$250,000) foundation engineering costs (\$7,200); Park Land Dedication Fees (\$61,854); tree trimming at Cotton Groves (\$9,800); concrete surface, playground (\$23,420); engineering for shade structure (\$950). Amount requested represents 74% of project cost. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member McGill, to approve full funding of this grant in the amount of \$773,224.

**20-0207** Chairman Brewer called for consideration/discussion/action on Project #20-04, prepared by McKinney Community Development Corporation in the amount of thirty-six thousand eight hundred dollars (\$36,800) for funding the purchase and installation of up to eight benches to be located around the perimeter of McKinney Performing Arts Center. Amount requested represents 100% of project cost. Board members unanimously approved a motion by Board member McGill, seconded by Vice Chairman Glew, to approve full funding of this grant in the amount of \$36,800.

**20-0208** Chairman Brewer called for a Public Hearing and consideration/discussion/action on an Amendment to Project #19-11, funded in the amount of \$135,000 for replacement of gym floor, replacement of gym padding panels and purchase and installation of retractable bleachers at the McKinney Boys and Girls Club, to allow unused funds in the amount of \$40,785 for gym upgrades: gym doors in the amount of \$7,035; gym light fixtures in the amount of \$11,727; basketball goals in the amount of \$7,783; basketball machine in the amount of \$6,664; painting of divider in the amount of \$7,576. Strategic Fundraising Executive Mike Simpson introduced his colleague and Chief Development Officer Liliana Rogers, then presented a brief history of the Boys and Girls Club stating that there are 4,000 clubs nationally serving more than 4,000,000 children each year. The McKinney Club was founded in 1968 and grew 68% to 936 members from 2010-2018, and over 50% of those are on scholarship. He emphasized that no child is turned away if unable to pay. Mr. Simpson stated that their main building is 45 years old and the gym facility is 20 years old. He thanked the Board for their past funding of projects including \$500,000 in 2009 for kitchen, flooring, bathroom, office, sprinkler and AC upgrades; \$40,000 in 2018 for a new roof; \$30,000 in 2018 for club refurbishment and recreation equipment repair; and \$135,000 for gym refurbishment. Mr. Simpson reminded the Board of the original budgeted items set forth in the most recent grant of \$135,000 and stated that the work was completed under budget, leaving a balance of \$40,785. He showed photos of the completed work. This request is to reallocate those remaining funds for additional projects needed to complete the work on the McKinney gym. Due to doors leaking, the flooring contractor required that new doors be installed prior to placing the new floor. Doors were replaced, and they are asking for a \$7,035 reallocation for reimbursement for that already completed work. The second reallocation request is for \$11,727 to replace the current 20-year

old light fixtures in the gym to provide brighter and more efficient lighting. The third reallocation request is for \$7,783 to replace the side basketball goals with new goals that would match the glass backboard goals already installed on the main ends. Additionally, they are requesting a reallocation of \$6,664 for the purchase and installation of a basketball machine. He added that there is a McKinney Boys and Girls Club basketball team that represents McKinney in statewide and national competitions and that holds both state and national championships. The basketball machine is a skills enhancement tool that allows the players to get more shot repetitions during practices. Mr. Simpson added that he has a new role with the organization and is promoting the "Great Futures Campaign" which is designed to position Boys and Girls Club of Collin County for the next fifty years. The plan includes buses, additional locations, workforce development, and STEM programs. Mr. Simpson asked for questions. Treasurer Richardson-Woods stated her appreciation for the McKinney Club, adding that it has been a blessing for her two daughters to be part of the program. Mr. Simpson added that the McKinney Club is the only one in the area that has room for expansion. Vice Chairman Glew added that he appreciates the attention to fiscal responsibility regarding the original grant approved. Chairman Brewer added that she appreciates that the Club identified additional needs and presented those as a reallocation request. Board member Kelly asked for clarification on when the vote would take place, and Chairman Brewer stated the vote for reallocation will take place at today's meeting. Mr. Kelly also asked for clarification regarding what part of the work has already been done, and Mr. Simpson clarified that the gym doors are the only component of the project presented today that is complete. Board members unanimously approved a motion by Vice Chairman Glew, seconded by Board member Mott, to approve full

funding of the \$40,785 reallocation requested in the amendment to the original grant request.

**20-0209** Chairman Brewer called for a Public Hearing and consideration/discussion/action on a Retail Development Infrastructure Grant application submitted by East End Salvage Ltd. Co. (RDIG 20-01) in an amount of up to \$25,000 for reimbursement of expenses related to site and exterior infrastructure improvements at East End Salvage Ltd. Co., located at 705 Greenville Road, McKinney, Texas. Kaci Lyford and Robert Lyford are Co-Owners of East End Salvage. Ms. Lyford stated that they recently sold their first McKinney venture, Patina Green, and have opened a new business on the east side of the Cultural District. She introduced Ed Carroll, contractor with Integrity Custom Homes. Ms. Lyford stated that they recently purchased a building on the east side that was built in the late 1800's with an addition built in the early 1920's. She added that they have already done some work to make the building structurally sound and have repaired the roof, added skylights, new doors, installed electricity and installed Wi-Fi. The building is located across from the old Flour Mill (now The Mill at East McKinney) close to where the city plans a roundabout, which makes it an ideal business location. East End Salvage will be opened for scheduled events, and the inventory will be unique antiques that are purchased from Europe. She stated that she has hosted two pop-up events with attendance of 500 and 600 respectively. Each event included shopping, food, a bar, valet and live entertainment. The store's schedule will include pop-up events and will open to the public once a month. Unfortunately, with the recent rains, they have already experienced some damage to their inventory of antiques. They are asking for funding for external infrastructure improvements. Mr. Carroll presented the need for a retaining wall in order to raise the site elevation about four inches to direct water flow away

from the building. Chairman Brewer clarified that they would be presenting items for reimbursement up to \$25,000. Ms. Brewer also asked about the company's five-year plan. Ms. Lyford stated the plan is to have monthly open houses, quarterly big events, and shopping by appointment only for buyers. Additionally, they may open for professional photography sessions and may potentially host pop-up dinners and catering using Robert Lyford's talents. Chairman Brewer asked about scheduling events to complement the Downtown McKinney events, and Ms. Lyford stated that they would follow that schedule of events especially since most of their clientele will be destination travelers. Vice Chairman Glew asked about the uniqueness of the products. Ms. Lyford stated that her inventory is one-of-kind, with a focus on architectural hardware from old homes that could be built into a new house to add character to the home design. Mr. Carroll added that with the addition of the French drainage system and the retaining wall, water would have to exceed the street level by three to four inches for water to enter the building. President Schneible stated that the Retail Development Infrastructure Grant subcommittee will review the application and make a recommendation to the Board at the March meeting, and asked Ms. Lyford to submit any updated information on estimates or change in scope of the project. Vice Chairman Glew suggested that Ms. Lyford elaborate on the five-year plan and share how they envision how McKinney will be better because of their business. Ms. Lyford added that they are being intentionally flexible with their plan, because of all the changes happening in east McKinney. Board member Kelly asked about the intent for a restaurant, and Robert Lyford replied that his intention is to become inspired by food again and be open for what this new business brings. Board member McGill thanked the Lyfords for their vision and contribution to McKinney. Vice Chairman Glew added his appreciation for the contributions the Lyfords have made to McKinney including Ms.

Lyford personally creating the ornaments and decorating the downtown Christmas tree and the Lyfords building the Santa house.

Chairman Brewer called for citizen comments, and there were none.

Chairman Brewer recessed the meeting into Executive Session at 9:42 a.m. in accordance with the Texas Government Code and announced that there would be no action taken following the Executive Session. Items to be discussed under Section 551.072 regarding Real Property and Section 551.087 Regarding Economic Development Matters were McKinney National Airport FBO Terminal and Hangar Project, District 121, Project Moe, Project FPS, Project #20-01 McKinney StarCenter Expansion, Project #20-02 ManeGait Project, Project #20-03 Habitat for Humanity Project, Project #20-04 MCDC, and RDIG #20-01 East End Salvage, Ltd.

Chairman Brewer reconvened the meeting of the McKinney Development Corporation back into regular session at 11:27 a.m.

Chairman Brewer called for a motion to adjourn. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member Mott, to adjourn. Chairman Brewer adjourned the meeting at 11:28 a.m.

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MARY BARNES-TILLEY  
Secretary