

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

FEBRUARY 27, 2014

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

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

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

There were several guests present.

Chairman George Fuller called the meeting to order at 8:03 a.m.

14-202 Minutes of the McKinney Community Development Corporation board meeting of January 23, 2014. Scott Elliott made a motion, seconded by Colleen Smith, to approve the minutes. The motion was voted on and passed.

14-203 Minutes of the McKinney Community Development Corporation mission, vision, & guiding principles subcommittee meeting of January 22, 2014. Colleen Smith made a motion, seconded by Scott Elliott, to approve the minutes. The motion was voted on and passed.

14-204 Minutes of the McKinney Community Development Corporation Buy Local subcommittee meeting of January 27, 2014 were provided for board members' information.

14-205 Minutes of the McKinney Community Development Corporation promotional & community events subcommittees meeting of February 19, 2014 were provided for board members' information.

14-206 Minutes of the McKinney Community Development Corporation Buy Local subcommittee meeting of February 20, 2014 were provided for board members' information.

14-207 Financial Report. Trudy Mathis, Senior Financial Services Manager provided the financial report for the board. The annual financial audit of the City has been completed. The City and all component units of the city, including MCDC, received a clean opinion from the auditor. The January financial report will show all unspent funds from the category allocations will be rolled over into one fund balance. Sales tax has exceeded projections. Sales tax receipts for the month of January are \$744,988. This is up 11.3% from January 2013.

14-209 Board and Liaison Updates

Chamber of Commerce

- The Community Awards Celebration will be held at McKinney National Airport on January 28th. There is expected to be very good attendance for the event.

City of McKinney

- Deputy City Managers Rob Daake and Jose Madrigal will be managing city affairs during the time the city is without a City Manager. Mr. Madrigal encouraged all to contact either of them if there are questions or concerns.
- City Council will hold a Special Meeting Friday, February 28th to discuss the transition of the City Manager position.
- McKinney's Olympian Johnny Quinn arrived back in McKinney recently. Councilman Harris expressed pride for his hard work and discipline.

Main Street & MPAC

- Amy Rosenthal, new Main Street & MPAC Director, introduced herself to the board.
- Hansel & Gretel marionette performance took place at MPAC this past weekend. Fifty percent of those attending the play were new MPAC patrons.
- The "Shop the Construction" initiative is almost over. The program has provided more than \$1,000 in gift cards to encourage shopping downtown during construction on Kentucky Street.
- Night Court with Judge Paul Raleeh will be held soon.
- Krewe of Barkus Dog Parade in downtown McKinney will take place Sunday, March 2nd.

McKinney Convention & Visitor's Bureau

- MCVB ad placements this past month include: House & Home, McKinney Courier-Gazette, and The Griffon.
- Online ads include: Signature Bride, and a co-op piece between MCVB, MCDC, and the City communication department, in Elle Magazine and Martha Stewart Living. The ad ran in Austin, Houston, and Round Rock editions, with a value-added run in Denver, Las Vegas, Los Angeles, Phoenix, Portland, San Diego, San Jose, and Tacoma at no extra charge.
- MCVB staff will be attending two trade shows this month: IPIC and Keels & Wheels in Seaport, Texas.
- The MCVB office had 161 recorded walk-ins this past month.
- Seventy welcome bags were prepared for two weddings.
- MCVB assisted with 94 hotel rooms in January.

McKinney Economic Development Corporation

- President Jim Wehmeier attended the Collin County Business Alliance on February 26th.
- MEDC office has seen a great deal of interest in the Corporate Center at Craig Ranch and McKinney National Airport this month.

McKinney National Airport

- Airport Director Ken Wiegand reported that operationally things are very good at the airport.
- The airport has been working with MEDC on some very good prospects at the airport
- The airport has received four million dollars from federal funding and TXDOT Aviation. The funds will be used for the construction of a new terminal building, and to replace some of the oldest pavement at the airport.

Parks, Recreation & Open Spaces

- The PROS Advisory board approved a recommendation to City

Council to execute a contract with Brinkley-Sargent Architects to provide design and engineering services for the aquatic and fitness center.

- The Trout Derby was held this past weekend at Towne Lake. Over 4,100 trout were stocked in the lake. The event was very well attended.
- The McKinney stage and trolley will be used at the Community Awards Celebration February 28th.
- Some of the equipment that PROS recently purchased with an MCDC grant has been delivered.
- McKinney Little League will hold an opening ceremony Saturday, March 1st at Gabe Nesbitt Community Park.

14-208 Marketing Director's Report

- MEDC and MCDC board and staff attended the Chinese New Year Gala February 8th.
- The Collin College Trivia Night was held February 22nd. Several board and staff members attended.
- The Community Awards Celebration will be held Friday, February 28th and MCDC is sponsor of the Quality of Life Award as well as participating as a community sponsor for the event.
- A draft brochure was reviewed. Cayti Stein asked board members to provide input.
- Work continues with the City IT department on the GIS map for the MCDC website.

14-214 Consider/Discuss/Act on Promotional and Community Events grant request for \$15,000 by the Heritage Guild of Collin County to promote the Farmers Market, Living History Weekends, Old Fashioned Ice Cream Crank-Off, and Holiday Tour of Homes. Scott Elliott made a motion to accept the committee recommendation of funding \$12,500 to Heritage Guild for promotional activities associated with those events. Michael Puhl seconded the motion. The motion was voted approved.

14-215 Consider/Discuss/Act on Promotional and Community Events grant request for \$5,000 by Kiwanis Club of McKinney to promote the Historic McKinney Kiwanis Triathlon. Colleen Smith made a motion to accept the committee recommendation of funding \$3,000 to Kiwanis Club for triathlon promotion. Scott Elliott seconded the motion. The motion was voted on and passed 6-0-1 with Kurt Kuehn recusing himself from the vote.

14-216 Consider/Discuss/Act on Promotional and Community Events grant request for \$10,000 by McKinney Housing Authority for the Dads Make a Difference program. Cindy Schneible reported that the corporation attorney had advised that the grant request does not meet required criteria for funding. Committee recommendation was not to fund the request. Scott Elliott made a motion, seconded by David Myers, to

approve the committee recommendation. The motion was approved.

14-217 Consider/Discuss/Act on Promotional and Community Events grant request for \$7,500 by McKinney Main Street to promote Arts in Bloom. Michael Puhl made a motion to approve the committee recommendation of funding \$7,000 to McKinney Main Street for promotion of the Arts in Bloom event. Kurt Kuehn seconded the motion. The motion was approved.

14-218 Consider/Discuss/Act on Promotional and Community Events grant request for \$4,445 by North Collin County Habitat for Humanity ReStore to promote the Annual Birthday Bash. Scott Elliott made a motion to approve the committee recommendation of providing \$1,000 to NCCHH for promotion of the ReStore Annual Birthday Bash. Kurt Kuehn seconded the motion. The motion was approved.

14-219 Consider/Discuss/Act on Promotional and Community Events grant request for \$5,000 by ReCycles McKinney to promote a cross-country mountain bike race at Erwin Park. Colleen Smith made a motion to approve the committee recommendation of \$4,500 for promotion of the event. The motion was seconded by Dave Clarke. The motion was approved.

14-220 Consider/Discuss/Act on Promotional and Community Events grant request for \$15,000 by Strikes Against Cancer to promote the Strikes Against Cancer Tournament. Scott Elliott made a motion, seconded by Dave Clarke, to approve the committee recommendation of funding \$11,000 for promotion of the Strikes Against Cancer Tournament. The motion was approved.

14-221 Consider/Discuss/Act on Promotional and Community Events grant request for \$15,000 by Smiles Charity to promote the Smiles Charity Concert. Dave Clarke made a motion to approve the committee recommendation of funding \$8,500 for promotion of the Smiles Charity Concert. Scott Elliott seconded the motion. The motion was approved.

14-222 Consider/Discuss/Act on Promotional and Community Events grant request for \$11,000 by Volunteer McKinney to promote the Spirit of McKinney Appreciation Dinner, McKinney Youth Summit, and Volunteer Manager's Appreciation Luncheon. Dave Clarke made a motion, seconded by Kurt Kuehn, to approve the committee recommendation of funding \$2,500 for event promotion to Volunteer McKinney. The motion was approved.

14-211 Conduct a Public Hearing to Consider/Discuss Project #14-02 as Submitted by Dallas Off-Road Bicycle Association Request for \$2,600 for

the Purchase of Tools & Equipment for Rehabilitation and Rerouting Sections of Trail in Erwin Park. Della Bird, DORBA President, addressed the board. DORBA currently has more than 1,500 members throughout the DFW area. Ms. Bird stated all the members love to ride at Erwin Park. The requested funds would purchase rakes, shovels, hoes, and other miscellaneous tools to rehab and reroute 2.5 miles of trail at Erwin Park.

14-212 Conduct a Public Hearing to Consider/Discuss Project #14-03 as Submitted by McKinney Fire Department/McKinney Fire Museum requesting \$51,000 to restore a 1924 fire engine. Dirk Hedges presented the application to the board. In 2009, the MCDC board funded a grant for the restoration of a 1932 fire truck and the 1924 fire engine. The project was not completed as a result of City of McKinney staff changes, and operational changes at Texas Fire Museum in Dallas, and the time period for use of the grant funds expired. The 1924 fire truck is currently housed at Texas Fire Museum. With MCDC board approval of the grant, it is anticipated the project to perform the restoration would be completed within one year's time.

14-201 Conduct a Public Hearing to Consider/Discuss 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. Will Henderson with Carleton Development provided background on Carleton Development and the proposed project. Carleton has completed affordable housing projects in a number of other Texas cities including Balch Springs, Fort Worth, Hurst, San Antonio, and Dallas. Mr. Henderson shared slides featuring those projects with board members. Roslyn Miller, Executive Director for McKinney Housing Authority also addressed the board. Ms. Miller indicated the project will increase the number of housing units on the property from 64 to 180. All current residents will be given first right to return to the completed project. The \$500,000 request will help fill the gap remaining from a 4% tax credit tax exempt bond structure with a 221(d) 4 that MHA has applied for. MHA is investing \$500,000 in the project. It is anticipated that additional requests for funding will be presented to both CDGB and TIRZ 1 for \$250,000 each.

14-213 Conduct a Public Hearing to Consider/Discuss Project #14-05 as submitted by St. Peter's Episcopal Church requesting \$6,675 for equipment and utilities to establish the St. Peter's Artist Run Community. Executive Director Schneible reported the corporation attorney had advised the project does not meet the requirements of the Texas Local

Government Code to be eligible for consideration.

Chairman Fuller called the meeting into Executive Session at 9:35 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.

Scott Elliott left the meeting at 9:45 a.m.

The meeting was called into Open Session at 9:58 a.m.

Discussion was held on the presentation of the Quality of Life award. The board reached consensus to present the organizational award during the Community Awards Celebration and give the individual award at a board event.

14-210 Executive Director's Report. In addition to the information provided in her written report, Ms. Schneible indicated she is in the process of creating an outreach list of civic, professional and homeowner associations to use to schedule MCDC board presentations as part of the initiative to raise citizen awareness about quality of life sales tax dollars and community investment. Mike Mayberry, of Karmik Advertising, is creating a proposal for board consideration, for an initiative that would extend communication and education efforts of the Chamber's Buy Local campaign to include information on quality of life investments made in McKinney as a result of Type B sales tax dollars collected.

Citizen Comments: Phil Wheat provided a recap of the 2013 Crape Myrtle Trails Run. He presented the board with a plaque in appreciation for the grant given to Crape Myrtle Trails by MCDC.

Chairman Fuller called for a motion to adjourn. Michael Puhl made a motion, seconded by Dave Clarke. The motion was approved and the meeting was adjourned at 10:02 a.m.

GEORGE FULLER
Chairman