

**McKinney Community Development Corporation  
Meeting of the Marketing Committee  
October 4, 2021**

The McKinney Community Development Corporation Marketing Committee met at 4:30 p.m. on October 4, 2021 at MCDC offices located at 5900 South Lake Forest Drive, Suite 110, McKinney.

**MCDC board members present:** Secretary Mary Barnes-Tilley, Board member Kathryn McGill and Board alternate Deborah Bradford.

**Staff present:** President Cindy Schneible, Creative Services Manager Michelle Feldker, Website Specialist Valerie McKito and Administrative and Marketing Coordinator Linda Jones.

The Marketing Committee met with the City's marketing department to continue discussions regarding MCDC's website redesign. Ms. McKito reminded the committee of the biggest concerns with the current website that led to the redesign include: difficulty to maintain, difficulty to attain quality photos from project and event grant recipients and load time of the website especially for the mobile platform. There was lengthy discussion regarding a photo gallery versus providing photos on the Community Impact page. Additionally, Home Page buttons, drop down menu and how to access Quality of Life and Retail Development information were discussed in detail. Decisions were:

- Home Page buttons and drop down menu categories will match (About, Community Impact, Grants, Retail Development);
- Drop down menu will include page anchors;
- Quality of Life Award will be housed under Community Impact; and
- Community Impact page will serve as site photo gallery. This will keep the website load times down, and event photos will be available on event pages linked from MCDC website.

Ms. McKito finalize the website, and Ms. Feldker will present the redesign to the Board, along with her full marketing update at the November Board meeting.

The committee meeting was adjourned at approximately 6:20 p.m.

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Jackie Brewer, Chairman

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Mary Barnes-Tilley, Secretary