

Cayti Stein
Director of Marketing
April 2015



- *Events:*
 - Upcoming
 - Strikes Against Cancer May 1-3 @ Ball fields at Craig Ranch
 - MCDC provided a promotional grant
<http://www.strikesagainstcancer.org>
 - Bike the Bricks on May 22
 - MCDC provided a promotional grant
<http://www.bikethebricks.com/information.html>
 - The Vietnam Exhibit- Thursdays, Fridays & Saturdays
 - MCDC provided a promotional grant.
http://www.collincountyhistoricalsociety.org/bar_topics/vietnam_syndrome.htm
 - McKinney Farmer's Markets
 - MCDC provided a promotional grant.
http://www.chestnutsquare.org/programs/farmers_market.asp
 - Public Safety Open House May 16 from 10-2
 - MCDC will have a "booth" to educate residents about the importance of shopping and dining in McKinney
- *Marketing Materials*
 - Marketing packets are available for board to use to help educate residents in the community about the importance of Shopping and Dining in McKinney
 - Will have "give away" prizes for McKinney residents at the McKinney Public Safety Open House event
- *Advertising*
 - Stonebridge HOA Newsletter (May)
 - Bike the Bricks
 - Craig Ranch HOA Newsletter (May)
 - Bike the Bricks
 - Community Impact News (April- first issue)
 - Spring events in McKinney
 - McKinney Magazine (April)

- Relo Guide
 - Dallas Where Guestbook (annual book)
 - In partnership with marketing partners
- Press
 - [*McKinney Officials appoint most of Bond Committee*](#)
- *Social Media/Website*
 - Facebook- Total 892 “likes”
 - Twitter- Total 360 “followers” on Twitter
- Website
 - MCDC has added information about “My McKinney” to the MCDC website <http://www.mckinneycdc.org/community-impact.asp>
 - MEDC & City of McKinney have the interactive retail map available on websites: <http://www.mckinneyedc.com/index.aspx?NID=156> and <http://mckinneytexas.org/index.aspx?NID=1423>
- Other
 - On April 21, MCDC participated in the familiarization tour with a consultant, ROI, that MEDC has contracted. The consultant will assist in lead generation—MCDC Board Chair and Executive Director provided an overview of the quality of life in McKinney to help with recruitment.

McKinney officials appoint most of 2015 bond committee

Chris Beattie, cbeattie@starlocalmedia.com | Posted: Saturday, March 28, 2015 10:45 am

McKinney officials have selected most of the 2015 bond committee, the group tasked with relaying the importance of the city's \$160.3 million bond package to go to voters in November.

The McKinney City Council in February approved a 10-year capital improvement plan and decided to hold a bond election to help fund it. The bonds would fund about \$64 million in street projects; \$50 million for improvements to and land acquisition at McKinney National Airport; \$21.7 million for library expansion and downtown parking; \$19.5 million for two fire stations; \$3 million for improvements to public safety facilities; and \$2 million for drainage enhancements.

Interim City Manager Tom Muehlenbeck has called the plan “a real important first step” that “covers the entire community” as it grows in coming years.

The council last week named 32 members to the citizens' bond committee, with Mayor Brian Loughmiller and each current council member appointing at least one selection. Incoming council members to be elected to the District 2, District 4 and one at-large seat in May will each appoint someone to the committee.

Appointees consist of community members from several different categories, including homeowners associations, the McKinney Chamber of Commerce, McKinney Alliance, and local businesses and organizations. Former city officials are also on the list: former City Manager Larry Robinson; former Mayor Don Dozier, former Council members David Brooks and Pete Huff, and current Councilman Roger Harris, whose term ends in May.

City officials initially planned to have between 15 to 20 committee members, but that number grew as appointments came in. Loughmiller has appointed nine members, and Councilman Ray Ricchi and Councilwoman Geralyn Kever – both terming out in May – each appointed seven.

During last week's listing, Kever said the committee would likely be smaller if it were drafting



Bond Committee

recommendations for bond projects. But the city already outlined the preferred projects in its 10-year plan.

“The spirit of this group is to kind of create knowledge lieutenants that will be commissioned to communicate and educate the public on this upcoming bond issue,” Kever told the council.

Different bond allocations will likely be specific propositions on the November ballot. Voters will also decide whether to de-authorize \$13.3 million in bonds previously approved for park projects, which the McKinney Community Development Corporation could instead pay for with \$5.5 million annually in sales tax revenue. The \$13.3 million would be reallocated to infrastructure projects within the bonding capacity.

The city will first spend \$60.3 million in bond funds approved by voters in 2006 and 2010. It plans to issue about \$52 million of the authorized bonds this fiscal year, and the remaining balance over the next two years, according to city staff.

The council will draft a mission statement and direction for the 2015 bond committee in coming weeks, likely in a specific document. Ricchi said 35 members is a “good number” to get the word out on the “true need for this bond election.”

“I don’t want a group that’s so large we can’t manage it or that doesn’t have some semblance of organization about it,” Mayor Pro Tem Travis Ussery said last week. “My only concern is a consistent message.”

Despite the committee’s varied representation from specific groups across the city, including from HOAs north of U.S. Highway 380 where the city’s biggest expansion will come, Loughmiller said it is “a little short on District 1 representation.” He urged the council, particularly council members-elect, to look for representatives from the east-side district.

Public Safety Open House: 400 Powerhouse Road

Time	Person 1	Person 2
9:30-11:00 am Set up		
11:00-1:00 pm		
1:00-2:30 pm Take down		

This event takes place on Saturday, May 16. The public safety open house is for families to meet public safety professionals, learn about the community, etc. Last year there were a lot of families with children that stopped by the MCDC booth.