

## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**FEBRUARY 25, 2016**

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on February 25, 2016 at 8:00 a.m.

Board members Present: Chairman Scott Elliott, Vice Chairman Kurt Kuehn, Secretary David Clarke, Treasurer David Myers, Hamilton Doak, Michelle Gamble and Rick Glew.

Council Liaison Present: Mayor Brian Loughmiller

Staff Present: President Cindy Schneible

City Staff Present: Interim City Manager Tom Muehlenbeck, Senior Financial Analyst Trevor Minyard, Director of Parks and Recreation Rhoda Savage, Main Street/MPAC Director Amy Rosenthal, MCVB Administrative Assistant Vanesa Rhodes, MEDC Interim President Abby Liu and MEDC Executive Assistant Sheri Van Slycke.

There were 20 guests present.

Chairman Elliott called the meeting to order at 8:00 a.m. after determining a quorum was present. Chairman Elliott stated the agenda would be adjusted slightly to accommodate schedules and ensure a quorum is present for agenda items that require board action.

**16-230** Minutes of the McKinney Community Development Corporation Meeting of January 28, 2016. Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Gamble, to approve the January 28, 2016 minutes.

**16-235** Chairman Elliott called for the Consideration/Discussion/Action on Promotional and Community Events Grant Application Submitted by The Heritage Guild of Collin County in the Amount of \$12,750 (PC#16-02) for Advertising and Promotion of: Chestnut Square General Marketing; Advertising and Promotion of Wedding Venue; 2016 Farmers Market; 21st Annual Killis Melton Ice Cream Crank Off; and Various Education Programs. Chairman Elliott opened the discussion by advising the Board

that the total funds requested for Promotional Grants exceeded the \$50,000 available by more than \$30,000. He then asked Treasurer Myers to present the funding recommendations of the Promotional and Community Event grant subcommittee to the Board. Board members Doak and Glew recused themselves from the discussion and vote on Item **16-235**. Mr. Myers outlined the criteria used to evaluate the grant requests-events must promote the city for the purpose of tourism and/or business development. Additionally there was interest in identifying organizations for grant support that had not applied to MCDC in the past. Mr. Myers reminded the Board that any grants approved were restricted for promotional and marketing efforts. Mr. Myers then provided a recap of the information and funding requests submitted by the applicants and the subcommittee recommendation for funding. Vice Chairman Kuehn asked for additional information regarding the recommendations for Main Street/Arts in Bloom and The WERX as both organizations receive separate support from the City. President Schneible and Treasurer Myers explained that those events Main St. and the WERX events strongly fit the criteria for promoting the City for the purpose of tourism and business development. And, in the case of the WERX events, it was a first-time application and had not been funded by MCDC in the past. Remaining Board members approved, by a vote of 5-0-2, a motion made by Treasurer Myers, seconded by Secretary Clarke to award a grant in the amount of \$6,500 for Advertising and Promotion of: Chestnut Square General Marketing; Advertising and Promotion of Wedding Venue; 2016 Farmers Market; 21st Annual Killis Melton Ice Cream Crank Off; and Various Education Programs. Board members Doak and Glew returned to the meeting following the vote.

**16-234** Chairman Elliott called for the Consideration/Discussion/Action on Promotional and Community Event Grant Application Submitted by Run for Cover/3e McKinney in the Amount of \$5,000 (PC#16-01) for

Advertising and Promotion of the 2016 Run for Cover Event. Board members unanimously approved the motion by Board member Doak, seconded by Vice Chairman Kuehn, to award a grant in the amount of \$3,000 for Advertising and Promotion of the 2016 Run for Cover Event.

**16-236** Chairman Elliott called for the Consideration/Discussion/Action on Promotional and Community Events Grant Application Submitted by Crape Myrtle Trails of McKinney Foundation in the Amount of \$6,000 (PC#16-03) for Advertising and Promotion of the 2016 Crape Myrtle Run the Trails Event. Board members unanimously approved a motion made by Board member Doak, seconded by Vice Chairman Kuehn, to award a grant in the amount of \$3,000 for Advertising and Promotion of the 2016 Crape Myrtle Run the Trails Event.

**16-237** Chairman Elliott called for the Consideration/Discussion/Action on Promotional and Community Events Grant Application Submitted by Embrace Waiting Children, Inc., in the Amount of \$2,500 (PC#16-04) for Advertising and Promotion of the 2016 Fairways for Families Golf Marathon and 5K. Board members unanimously approved a motion made by Board member Doak, seconded by Vice Chairman Kuehn, to award a grant in the amount of \$2,000 for Advertising and Promotion of the 2016 Fairways for Families Golf Marathon and 5K.

**16-238** Chairman Elliott called for the Consideration/Discussion/Action on Promotional and Community Events Grant Application Submitted by Heard Wildlife Museum in the Amount of \$3,000 (PC#16-05) for Advertising and Promotion of the 2016 Texas Heritage Festival. Board members unanimously approved a motion made by Board member Doak, seconded by Vice Chairman Kuehn, to award a grant in the amount of \$2,500 for Advertising and Promotion of the 2016 Texas Heritage Festival.

**16-239** Chairman Elliott called for the Consideration/Discussion/Action on Promotional and Community Events Grant Application Submitted by

McKinney Kiwanis in the Amount of \$5,000 (PC#16-06) for Advertising and Promotion of the 2016 Historic McKinney Kiwanis Triathlon. Board members unanimously approved a motion made by Board member Doak, seconded by Vice Chairman Kuehn, to award a grant in the amount of \$3,000 for Advertising and Promotion of the 2016 Historic McKinney Kiwanis Triathlon.

**16-240** Chairman Elliott called for the Consideration/Discussion/Action on Promotional and Community Events Grant Application Submitted by McKinney Main Street in the Amount of \$15,000 (PC#16-07) for Advertising and Promotion of Arts in Bloom 2016. Board members unanimously approved a motion made by Board member Doak, seconded by Vice Chairman Kuehn, to award a grant in the amount of \$12,000 for Advertising and Promotion of Arts in Bloom 2016.

**16-241** Chairman Elliott called for the Consideration/Discussion/Action on Promotional and Community Events Grant Application Submitted by ManeGait Therapeutic Horsemanship in the Amount of \$7,500 (PC#16-08) for Advertising and Promotion of the 2016 Gaitapalooza Event. Board members unanimously approved a motion made by Board member Doak, seconded by Vice Chairman Kuehn, to award a grant in the amount of \$4,000 for Advertising and Promotion of the 2016 Gaitapalooza Event.

**16-242** Chairman Elliott called for the Consideration/Discussion/Action on Promotional and Community Events Grant Application Submitted by Smiles Charity in the Amount of \$15,000 (PC#16-09) for Advertising and Promotion of the 2016 Smiles Charity Concert and Family Festival. Board members unanimously approved a motion made by Board member Doak, seconded by Vice Chairman Kuehn, to award a grant in the amount of \$5,000 for Advertising and Promotion of the 2016 Smiles Charity Concert and Family Festival.

**16-243** Chairman Elliott called for the Consideration/Discussion/Action on

Promotional and Community Events Grant Application Submitted by The WERX in the Amount of \$11,000 (PC#16-10) for Advertising and Promotion of: Start-Up Local Competition; Innovate McKinney; Innovate Her Competition; 2nd Annual Hot Tech Chili Cook-Off. Board members unanimously approved a motion made by Board member Doak, seconded by Vice Chairman Kuehn, to award a grant in the amount of \$9,000 for Advertising and Promotion of Start-Up Local Competition, Innovate McKinney, Innovate Her Competition and the 2nd Annual Hot Tech Chili Cook-Off.

**16-231** Chairman Elliott called for the January Financial Report. Senior Financial Analyst Trevor Minyard reported the revenues of the MCDC are ahead of budget, year-to-date, by 7.23%. Sales tax figures came in 7.08% above last year's collection through January. Expenditures are below budget in total, with personnel expenses coming in approximately 16.07% under budget through January. The majority of MCDC project expenditures are related to the aquatic and fitness center. As of January, MCDC has made over \$4 million in capital expenditures related to MAFC construction. Mr. Minyard reminded the Board that the interactive monthly financial report is available online on the City of McKinney website.

**16-232** Chairman Elliott called for the Board and Liaison Updates.

Board Chair – Chairman Elliott expressed his dismay at the lack of civility in our political system, especially at the national level, and is so grateful to be a part of the City of McKinney and for how well our City Leaders conduct themselves. On another note, Mr. Elliott expressed how much he enjoyed being a part of the Chamber Awards Ceremony and how meaningful that event is to him. Board member Gamble expressed her appreciation to Mr. Elliott for mentioning all of the Quality of Life Award nominees during the presentation of the awards to the winners. Mr. Elliott mentioned that Ms. Schneible is sending a note to each of the

nominees in recognition of their contributions to the community with a copy to the person that nominated them.

City of McKinney – Mayor Loughmiller reported there are many good things as well as challenges happening with the City. In January, Council had a retreat to identify long and short term strategic objectives, and concentrated on making sure the terminology is correct and the message is clear. The process for the City Manager’s search is underway, and Mr. Muehlenbeck has been very helpful in this endeavor. Council is looking forward to constructive feedback from the community to guide Council in this major decision. Also, Council has created a subcommittee to evaluate parking issues downtown, with the hope of identifying long and short term solutions.

Main Street & MPAC – Executive Director Amy Rosenthal expressed her thanks to the MCDC Board for the support of Main St. through the grant approval. Ms. Rosenthal reported that Beatlemania will be in McKinney on Friday, February 26; and Saturday is a free concert provided by the Odysseus Chamber, plus, Saturday night will feature a show by Four Funny Females. Sunday, The Children’s Chorus of Collin County will be showcased. The following Friday night video will be The Birds. Main Street is celebrating its 12<sup>th</sup> year to be nationally accredited with the Main Street Program.

McKinney Convention and Visitors Bureau – MCVB Administrative Assistant Vanesa Rhodes reported that Sheraton McKinney has been selected as the host site for the 2017 Civil Court Process Meeting and it will bring in 300 attendees and 120 room nights. The MCVB received eight RFP’s in the month of December, which shows that McKinney is starting to get more visibility in the Meetings and Events arena. And, finally, MCVB received a lot of shares and reads on Facebook, Twitter and the MCVB Blog for the Marco’s Pizza segment on Undercover Boss posts.

McKinney Economic Development Corporation – Interim President Abby Liu reported MEDC had a very productive February meeting. EDC staff are planning a Site Selectors Familiarization Tour coming up in March. EDC will have a Special Board Meeting on March 1, and EDC Strategic Planning Retreat will be April 19.

Parks and Recreation – Parks and Recreation Director Rhoda Savage reported the Master Plan update is fully in process. There is a tour for the subcommittee scheduled this weekend for a number of the facilities that are included in the Master Plan. The Tennis Courts expansion is moving full steam ahead, and public input meetings will be held in March. Finally, interviews are underway for the Aquatics and Fitness Center Manager position.

**16-233** Chairman Elliott called for the President's Report. President Cindy Schneible reported a few highlights from the Board packet report. The Aquatics and Fitness Center construction is making great progress towards the opening at the end of this year and there is an updated construction report included in the Board packet. Staff is planning a hard hat visit for the CDC Board of the MAFC site following next month's meeting, but the Board will be updated on that possibility later in the month. Ms. Schneible expressed her thanks to both the Promotional and Community Event Grant subcommittee for review and recommendations on the grant applications and to the Marketing subcommittee for their work on the plans for the 20<sup>th</sup> CDC Anniversary. There is an exciting opportunity for a 20<sup>th</sup> Anniversary video, and staff will keep the Board updated on that process. During the Strategic Planning process earlier this year, the Board heavily supported the creation of more signage about activities in McKinney, as well as way finding signs in the City. In an effort to support those goals, CDC will fund the printing of a flyer, created by the City's communications team, to indicate where existing public parking is located in McKinney. Ms. Schneible has invited Todd Cochran

to provide an update on McKinney Dr Pepper StarCenter plans and activities to the Board at the March meeting.

**16-244** Chairman Elliott called for a Public Hearing and the Consideration/Discussion/Action on Project #16-01, a Request Submitted by Pecan Grove Memorial Park in the Amount of One Hundred Twenty Seven Thousand, Six Hundred Ninety-Eight Dollars (\$127,698) to Resurface all Existing Streets in Pecan Grove Cemetery and Complete New Paving on Five New Streets; Amount Requested Represents 100% of the Total Estimated Project Cost. Mr. Jeff Hull, CEO of Pecan Grove Memorial Park presented the project request to the Board and outlined the ultimate goals. The project funds are being requested to resurface all the existing streets in Pecan Grove Cemetery and to complete new paving on five new streets which now have only a crushed rock base. These improvements will create a more comfortable and safe experience for visitors to this historical site. Chairman Elliott asked for public comment and there was none. Board members unanimously approved the motion by Board member Gamble, seconded by Secretary Clarke, to close the Public Hearing for Project #16-01.

**16-245** Chairman Elliott called for a Public Hearing and the Consideration/Discussion/Action on Project #16-02, a Request Submitted by Heard Natural Science Museum and Wildlife Sanctuary in the Amount of Fifty Thousand Dollars (\$50,000) for Costs Related to Building Modifications and Electrical and Equipment Requirements for Installation of a Permanent Exhibit, Magic Planet; Amount Requested Represents 20% of Total Estimated Project Cost. Mr. Sy Shahid, Executive Director of the Heard Museum presented the project request. The Heard Museum proposes to launch a new education experience bringing together cutting edge technology with place-based experiential education. The museum plans to acquire two spherical displays, known as a Magic Planet, to support science education and environmental literacy. Chairman Elliott



asked for public comment and there was none. Board members unanimously approved the motion by Board member Doak, seconded by Board member Gamble, to close the Public Hearing on Project #16-02.

**16-246** Chairman Elliott called for a Public Hearing and the Consideration/ Discussion/Action on Project #16-03, a Request Submitted by City of McKinney Armed Services Memorial Board in the Amount of One Hundred Forty-Five Thousand Dollars (\$145,000) for Site Work and Installation of a Monument to Gold Star Families in Veterans Memorial Park; Amount Requested Represents 100% of Total Estimated Project Cost. Mr. Colin Kimball, Vice Chairman of the Armed Services Memorial Board, presented the project request. The Armed Services Memorial Board plans to enhance the existing memorial park by adding a monument and a series of flags of both our nation, state and each branch of the armed services, with spotlighting on the flags, to honor the sacrifices made by Gold Star Families. Chairman Elliott asked for public comments. County Judge Keith Self expressed his support of this memorial and indicated that this is one way to show how valuable our veterans are to the City of McKinney. Other members of the public who offered comments in support of the grant request were Becky Welch, Bob Welch, George Lodge, Barry Brown, Jim Meiseman and Jeanne Brandone. All expressed support for the memorial and shared how important it is to their own personal families, as well as the community at large. Mayor Loughmiller shared his experience with Gold Star families and the Armed Services Memorial Board as a presenter for veterans in memoriam, which was quite meaningful to him. Board member Glew expressed his concern that the flag portion be recognized as equally as important as the actual monument. Board members unanimously approved the motion by Board member Doak, seconded by Board member Glew, to close the Public Hearing on Project #16-03.

**16-247** Chairman Elliott called for a Public Hearing and the Consideration/

Discussion/Action on Project #16-04, a Request Submitted by Heritage Guild of Collin County in the Amount of Sixty-Two Thousand Dollars (\$62,000) for Paint and Upgrades to Bevel Reception House and Chapel and Improvements to the Pavilion at Chestnut Square; Amount Requested Represents 100% of Total Estimated Project Cost. Board members Doak and Glew recused themselves from the public hearing. Mr. Wayne Hill, Chairman of Facilities Committee, presented the project request. Mr. Hill shared the income producing events that occur here, as well as the overall services available to the community. Mr. Hill expressed the timing of the repairs is the biggest issue, in order for work to be complete to accommodate upcoming Spring and Summer rentals and tours. Chairman Elliott asked for public comments. Courtney Ward expressed her support for the historical value of Chestnut Square, and how much it has meant to her family visits. Secretary Clarke shared his participation in the Murder Mystery event at the Bevel House on Valentine's weekend, and it was a lot of fun. Mr. Clarke expressed how important it is to support all of Chestnut Square's events and to be cognizant of the fact it is not just a wedding venue, but holds many benefits for the community. Board members approved, with a vote of 5-0-2, the motion by Vice Chairman Kuehn, seconded by Secretary Clarke, to close the Public Hearing on Project #16-04. Board members Doak and Glew returned to the meeting following the vote.

Chairman Elliott recessed the meeting into Executive Session at 9:40 a.m. per the Texas Government Code: A. Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Chairman Elliott reconvened the open session at 9:44 a.m.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Secretary Clarke, to adjourn. Chairman Elliott adjourned the meeting at 9:45 a.m.

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SCOTT ELLIOTT  
Chairman