

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

**NOVEMBER 16, 2021**

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, November 16, 2021, at 8:00 a.m.

Board members Present: Chairman Michael Jones, Ken Sipiora, Brian Loughmiller, Thad Helsley, and Kurt Kuehn.

Absent: Vice Chairman Joe Minissale and Alternate Board member Mohamed Kacem.

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, MEDC Executive Administrative Assistant Joanne Isom, Mayor George C. Fuller, Mayor Pro Tem Rainey Rogers, Councilman Rick Franklin, City Manager Paul Grimes, and MEDC Attorney Mark Houser.

Absent: Director of Technology and Research Michael DePaola, Business Retention and Expansion Manager Madison Clark, Project Manager Miguel Esparza, and MEDC Operations Manager Deana Smithee.

There were 8 guests present.

Chairman Jones called the meeting to order at 8:01 a.m. after determining a quorum present.

Chairman Jones presented former Board member Patrick Cloutier with a plaque to honor his service to the MEDC Board of Directors and wished Mr. Cloutier best in the upcoming Special City Council Election. Mr. Cloutier thanked the Board and City Council for the opportunity to serve.

Chairman Jones called for Public Comments for items on the agenda and there were none.

**21-1042** Chairman Jones called for the Election of the Secretary / Treasurer Officer position. Board members unanimously approved the motion by Board member Sipiora, seconded by Board member Helsley, to appoint Board member Kuehn as Secretary / Treasurer.

**21-1043** Chairman Jones called for the Minutes of the McKinney Economic Development Corporation of October 19, 2021. Board members unanimously approved the motion by Secretary / Treasurer Kuehn, seconded by Board member Helsley, to approve the Minutes.

**21-1044** Chairman Jones called for Board and Liaison Updates. Chairman Jones noted the MEDC was a sponsor of the TPC Craig Ranch Charity Golf Classic. The golf tournament benefited CASA of Collin County.

City of McKinney – City Manager Grimes noted there are three declared candidates running for the open City Council seat. The special election will be held on January 15<sup>th</sup> and early voting will start in late December. City Manager Grimes noted this is considered a special election due to incumbent Councilman Frazier leaving his seat with more than a year left on his term. City Manager Grimes noted the City Council will appoint a new MEDC Board member tonight at the Regular City Council Meeting to replace Mr. Cloutier. City Manager Grimes noted the Central Texas Workforce Development Board of Directors will be appointing a position tonight as well. City Manager Grimes stood for questions and there were none.

Chamber of Commerce – President Hermes noted the McKinney Young Professionals will be attending a Lunch and Learn today. The topic will be Servant Leadership and the speakers will be Jason Hernandez and Patrick Cloutier. President Hermes noted the Chamber Christmas Party will be on December 9<sup>th</sup> from 4:30 p.m. – 6:30 p.m. at the Sheraton McKinney. President Hermes noted the Chamber Annual Business meeting will be January 13<sup>th</sup> and the Research Director of the Federal Reserve Bank of Dallas will be presenting an economic forecast at the Collin College Conference Center. President Hermes noted the Chamber will host a candidate forum for the upcoming McKinney elections. They are in the process of finalizing the date and the location. President Hermes reported the Chamber has secured funding for the

upcoming Package Liquor Store election and they will be moving forward with the petition phase. The Chamber is in the process of filing the necessary paperwork with the City Secretary's office. There will be a ceremonial signing of the first petition on November 18<sup>th</sup> at the Chamber office at 1:00 p.m. President Hermes noted they have sixty days to obtain the 24,000 signatures needed to place the item on the May 2022 ballot. The Chamber is forming a citizen committee to assist with the effort and former Mayor of McKinney and MEDC Board member Loughmiller has agreed to chair the committee. The committee is open to anyone who would like to participate in the effort. President Hermes stood for questions and Chairman Jones asked if it was an online petition or if it needed to be signed in person. President Hermes noted the petition does have to be signed in person by a registered voter in the McKinney city limits. Chairman Jones asked how a person signing the petition is verified as a registered voter. President Hermes noted the hired consultant will employ people to go out and map all the registered voters in McKinney. They will collect the signatures and verify they are registered voters. President Hermes Clarified the election is for Packaged Liquor Stores.

MCDC – MCDC Liaison McGill congratulated Mr. Cloutier and Secretary / Treasurer Kuehn on stepping into new leadership roles. MCDC Liaison McGill reported the MCDC project grant applications for FY 2022 are opening soon and the MCDC Board will be taking action on the items in February. The promotional grants for community events opened in November 2021 and the MCDC Board will take action on the items at the January 27<sup>th</sup> Board meeting. MCDC Liaison McGill noted the upcoming promotional events funded by the MCDC are Home for the Holidays and The Rotary Parade of Lights. MCDC Liaison McGill noted the McKinney Wine and Music Festival on October 16-17 was attended by over 6,500 people and proceeds helped to fund the Love Life Foundation, The Warriors Keep, The Treasured Vessels Foundation, and HUGS Cafe.

There were over 30 local wineries, 14 bands, and over 100 local shops and vendors. The McKinney Sip and Stroll series had over 6,000 attendees and created a charitable donation to Warriors Keep, HUGS Café, Embrace Texas, and McKinney Main Street. MCDC Liaison McGill noted the MCDC subcommittee is working to enhance the Retail Infrastructure grant and will be informing the local businesses. MCDC Liaison McGill stood for questions and Chairman Jones asked if the Infrastructure Grant was for new or existing businesses and if the cap was still \$25,000. MCDC Liaison McGill noted the cap is for \$25,000 but there is potential to come back for a subsequent round of funding. The grant is directed for those businesses in the historic downtown area.

Visit McKinney – Executive Vice President Liu delivered the update in Visit McKinney's absence. Executive Vice President Liu noted the Visit McKinney Board meeting will be on December 7<sup>th</sup>. They will discuss grant requests from the Ovation Academy, McKinney Philharmonic Orchestra, Mill House Foundation, 25 Revolutions, and the McKinney Restaurant Council. Executive Vice President Liu noted NCAA D2 football tickets are on sale and the game day will be December 18<sup>th</sup> at 8:00 p.m. Executive Vice President Liu reported the following upcoming events: the historic walking tours on November 20<sup>th</sup> and December 18<sup>th</sup>, the Vintage Market Days at Myer Park on November 19<sup>th</sup> – 21<sup>st</sup>, concerts at the Guitar Sanctuary on November 19<sup>th</sup> and November 27<sup>th</sup>, an Art exhibit at the Cove on November 20<sup>th</sup>, holiday art classes at Jump Into Art on November 22<sup>nd</sup>, December 4<sup>th</sup>, and December 11<sup>th</sup>, Home for the Holidays on November 26<sup>th</sup> -28<sup>th</sup>, and the Christmas Wine Walk in Adriatica on November 26<sup>th</sup> – 28<sup>th</sup>. Executive Vice President Liu stood for questions and there were none.

**21-1045** Chairman Jones called for the consideration / discussion of the MEDC Monthly Organizational Report. President Tokar noted the MEDC launched the first paid marketing campaign with Centipede Digital and

had good results. The campaign was launched during HACKDFW. There were over 45,000 impressions and the campaign ran for three days and cost \$300.00. President Tokar noted an offer has been made to fill the new Marketing Executive role and they will start with the MEDC in the next four weeks. Board member Sipiora complimented the marketing efforts from the MEDC and noted the strong project pipeline at \$2B.

**21-1046** Chairman Jones called for the consideration / discussion of the MEDC Monthly Metrics Dashboard Report. President Tokar noted there has been a change in the capital investment numbers. It was previously around \$453M, however the MEDC needed to cancel an incentive agreement due to the projects inability to fulfill their commitment to the City. President Tokar noted the MEDC is still over 100% of the capital investment goal for the year. President Tokar noted the MEDC has launched the fourth quarter newsletters and the results on the open rate will be available in January.

**21-1047** Chairman Jones called for the consideration / discussion / action on the Resolution Appointing MEDC Standing Committees. Chairman Jones noted the reappointments to the MEDC Standing Committees are due to Mr. Cloutier stepping down from the MEDC Board. Chairman Jones appointed Board member Helsley, Vice Chairman Minissale, and Chairman Jones to the Real Estate Committee. Chairman Jones appointed Board member Kuehn, Board member Loughmiller, and Vice Chairman Minissale to the Marketing Committee. Vice Chairman Jones appointed Board member Helsley, Board member Sipiora, and Chairman Jones to the Innovation Fund Committee. Chairman Jones appointed Board member Kuehn, Board member Sipiora, and Chairman Jones to the Finance Committee. Chairman Jones noted these will be temporary appointments until City Council fills Mr. Cloutier's seat on the MEDC Board. Board members unanimously approved the motion by Board

member Loughmiller, seconded by Board member Helsley, to approve the Resolution. Resolution caption reads as follows:

**RESOLUTION NO. 2021-11-002 MEDC**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
MCKINNEY ECONOMIC DEVELOPMENT CORPORATION  
APPOINTING MEMBERS TO STANDING COMMITTEES**

**21-1048** Chairman Jones called for the consideration / discussion of the Chamber of Commerce Award Criteria. President Tokar noted the Chamber Awards will be held in February 2022. The MEDC staff will nominate a host of companies, and the Board of Directors will select two companies to receive the awards. The two awards presented by the MEDC are the New Corporate Business Award and the Business Retention and Expansion Award. President Tokar noted the criteria for a company to be considered for a nomination is attached to the agenda. President Tokar asked if the criteria attached is still consistent with the Board's objectives for these awards. Chairman Jones called for discussion on updates to the criteria and there was none. President Tokar noted the staff will present the nominations at the December Board meeting for Board consideration.

Chairman Jones called for Citizen Comments.

Ms. Bernistine Williams, 6551 McKinney Ranch Parkway #3408, McKinney TX, spoke regarding the population and economic development. *Minutes Appendix A - General Citizen Comments.*

Chairman Jones called for Board Comments. Chairman Jones thanked Mr. Cloutier for his service and leadership to the MEDC Board.

Chairman Jones recessed the meeting into Executive Session at 8:37 a.m.

Chairman Jones reconvened the meeting to open session at 9:40 a.m.

Board members unanimously approved the motion by Board member Sipiora, seconded by Secretary / Treasurer Kuehn, to approve the amendment to Project Bluesky as discussed in Executive Session.

Board members unanimously approved the motion by Secretary / Treasurer Kuehn, seconded by Board member Helsley, to approve Project Splice 2 as discussed in Executive Session.

Board members unanimously approved the motion by Board member Loughmiller, seconded by Chairman Jones, to approve Project Cloud as discussed in Executive Session.

Board members unanimously approved the motion by Board member Helsley, seconded by Board member Loughmiller, to approve Project Cairo as discussed in Executive Session.

Board members unanimously approved the motion by Board member Helsley, seconded by Secretary / Treasurer Kuehn, to adjourn.

Chairman Jones adjourned the meeting at 9:43 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the MEDC members on December 21, 2021.

---

MICHAEL JONES  
Chairman

---

KURT KUEHN  
Secretary / Treasurer

Appendix A – General Citizen Comments

**Request to Speak before McKinney Economic Development Corporation Board**

Name: Bernadine Williams Phone 214 571 8444 Date 11/16/2021  
Address 6591 McKinney Ranch # 3405 City McKinney Zip 75070

- Public Hearing Agenda Item # \_\_\_\_\_  
 Other Agenda Item # \_\_\_\_\_

\_\_\_ I wish to speak IN FAVOR of this item.  
\_\_\_ I wish to speak IN OPPOSITION to this item.

- General Citizen Comments: This item is available for citizens to speak on any subject; however, no action, by law, may be taken on the topic.

Topic of Discussion: Population and Economic Dev.

**Comments will be limited to 3 minutes.**