

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JULY 25, 2019

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on July 25, 2019 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman Dave Clarke, Secretary Jackie Brewer, Treasurer Rick Glew and Board members Mary Barnes-Tilley and Kathryn McGill.

Absent: Board member Angela Richardson-Woods.

City Council Members Present: Scott Elliott and Frederick Frazier.

Staff Present: MCDC President Cindy Schneible; Assistant City Manager Barry Shelton; Director of Parks and Recreation Michael Kowski; Assistant Director of Parks and Recreation Ryan Mullins; Chief Financial Officer Mark Holloway; MPAC/Main Street Director Amy Rosenthal; MCVB Sales Manager Vanesa Rhodes; Parks Planning and Development Manager Jenny Baker; Parks Planning Manager Jill Yount; and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chairman Kuehn called the meeting to order at 8:00 a.m. after determining a quorum of the Board was present.

19-0605 Chairman Kuehn called for action on the minutes of the McKinney Community Development Corporation Meeting of June 27, 2019. Board members unanimously approved a motion by Treasurer Glew, seconded by Secretary Brewer, to approve the minutes of the McKinney Community Development Corporation Meeting of June 27, 2019.

19-0606 Chairman Kuehn called for action on the minutes of the McKinney Community Development Corporation Promotional and Community Events Grant Subcommittee Meeting of July 16, 2019. Board members unanimously approved a motion by Board member Barnes-Tilley,

seconded by Secretary Brewer, to approve the minutes of the McKinney Community Development Corporation Promotional and Community Events Grant Subcommittee Meeting of July 16, 2019.

19-0604 Chairman Kuehn called for the Financial Report. Mark Holloway, City of McKinney Chief Financial Officer, called attention to the June financials. June had revenues of about \$1.3 million with expenses of \$560,000, improving MCDC's net position by about \$730,000 for the month. For the year, MCDC's net position has increased by about \$9 million. He added that there are a number of large outstanding projects to be paid out over time as they come in, but the budget allows for those. The June sales tax report indicates that April tax collections were up about 16% over the same month last year, most of which was due to an audit correction, which does not change the projections going forward. Year-to-date tax collections are up 5.8% over last year's collections, which is higher than the 4.6% goal. Mr. Holloway asked for questions, and there were none. Mr. Holloway added that City of McKinney Financial Analyst Chance Miller's role has changed, and he will be presenting to the Board more often. Chairman Kuehn called for discussion on the Checks Issued report, and there was none.

19-0607 Chairman Kuehn called for Board and Liaison Updates.
City of McKinney. Assistant City Manager Barry Shelton stated that City Manager Paul Grimes is in Washington, DC meeting with Congressional members and federal regulators regarding matters that affect McKinney including issues surrounding the airport. Airport construction is ongoing. The common hanger is complete and being leased out, and the terminal has been delayed but is moving forward. He reported that zoning and subdivision ordinances have not been fully updated since the 1980s, and the City has hired Clarion and Associates who specialize in rewriting municipal codes. The process has been started and will take 18 to 24

months. Mr. Shelton added that construction at the John and Judy Gay Library is underway and includes adding a teen room, a toddler room, more shelf space, and fixing geothermal wells. The estimated completion time for the library is late summer 2020. Mr. Shelton asked for questions, and Chairman Kuehn asked for clarification on changes expected on ordinances. Mr. Shelton clarified that overall the City standards are good, but the ordinances need to be rewritten to provide more clarity and readability. He added that there will be some changes to standards, including likely consolidating some zoning districts and potentially updating the development processes to provide better understanding and address inefficiencies in the current process.

McKinney Convention and Visitors Bureau. MCVB Sales Manager Vanesa Rhodes stated that the MCVB is changing its branding to Visit McKinney. She thanked the MEDC and the Chamber of Commerce for coming alongside the MCVB on joint sales calls. McKinney is currently hosting the Texas AgriLife Extension and will be hosting the Texas Christmas Tree Growers Association at the end of the month. Ms. Rhodes reported that they've now been using the SEM program (Search Engine Marketing) for two months. This program helps boost ratings through Google ads and keywords, and the MCVB is already seeing benefits from the program. Ms. Rhodes announced that during Oktoberfest, they will do a McKinney to Munich VIP Tour contest in conjunction with Hofbräu beer. She asked the Board to consider volunteering in that booth during Oktoberfest. Ms. Rhodes announced that they have hired a new staff member, Sabine Smith. Ms. Rhodes asked for questions or comments. Treasurer Glew complimented the MCVB on its brand change to Visit McKinney. Chairman Kuehn congratulated Ms. Rhodes on her selection to Leadership McKinney.

McKinney Economic Development Corporation. President Schneible reported that Peter Tokar and Abby Liu are both in Taiwan, but reminded the Board that an MEDC report is attached to the agenda for their review.

McKinney Main Street/MPAC. Main Street/MPAC Amy Rosenthal announced that Elvis Impersonator Kraig Parker's performance will include a costume contest, trivia, and the North Texas Tap Dancing Grannies as ushers. She reported that the valet service is busy with 300 to 350 cars per weekend utilizing the service, and they will be presenting a report to City Council on August 20 which is the next step in determining how to proceed with these services. On August 24, The Peterson Brothers, a blues group from Austin, will be performing at MPAC. Ms. Rosenthal asked for questions, and there were none.

19-0608 Chairman Kuehn called for the President's Report. President Schneible asked the Board to review the attachments. She specifically reminded the Board to make sure their attendance at events funded by a Promotional and Community Event grant is current on the Grant Promotions spreadsheet. She called attention to the new Social Media Metrics report that will show results of our marketing efforts on social media. Ms. Schneible added that the Retail Development Infrastructure Grant deadline is July 31, and she has talked with several downtown businesses about possible grant submissions. Chairman Kuehn complimented Linda Jones on her promotions of our grant recipient events. President Schneible addressed the Board's previous discussions on whether or not the west side of McKinney participates in downtown events, and shared that The Retail Coach cell phone analysis indicates that the west side of McKinney is the strongest participating area for downtown McKinney events.

19-0609 Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by the City of McKinney Parks and Recreation

Department (#19-10), in the Amount \$5,500,000 for Park and Facility Redevelopment and Improvements; Design and Construction of Various Parks; Facilities, Equipment and Trail Projects. Director of Parks and Recreation Michael Kowski provided an update on projects from this year including the opening of the All-Abilities Playground at Bonnie Wenk Park. George Webb Park includes an interactive water feature and will open this year. The grand opening event will be set once the park is complete. The Courts of McKinney expansion project is a \$9 million project that includes new courts, playground equipment, pavilions, maintenance satellite facility, parking, public restrooms and trails, and the grand opening will be this year. The future park plans include six indoor courts with classrooms and restrooms. With respect to the indoor tennis facility, Mr. Kowski reminded the Board of previously secured funding including the \$700,000 grant from Texas Parks and Wildlife, \$1 million in private equity and \$2 million from developer contributions to the Parkland Dedication Fund. He shared with the Board that the Finch Park project (partially funded by MCDC) will begin this fall and will add more trails and pavilions, improve tennis and pickle ball courts, and add a story walk in partnership with the library. Pickle ball is popular at Finch Park, with players managing all aspects themselves, and the goal is to add more pickle ball courts to the parks system. Mr. Kowski reminded that Board that the bond package approved a new senior recreation center, but that the current center will remain in the parks system so improvements are needed including ADA improvements and additional square footage. They are still considering whether to complete this work in phases keeping the center open or to close the center for a short period of time to complete the work quicker and more cost effectively. Chairman Kuehn inquired about the use of the building once the new facility is built. Mr. Kowski responded that some possibilities include using it as a maintenance facility or for smaller community gatherings.

Mr. Kowski updated the Board on the Cottonwood Park redevelopment (\$2,150,000 MCDC grant) stating that the project is fully designed and should be under construction beginning this year. Located close to Newsome Homes and The Cotton Mill, this is one of the oldest city parks, and the plan for the rebuild is for it to be similar to Klyde Warren Park in Dallas with a hub for food trucks. Estimated opening is Fall 2020. Old Settlers Recreation Center is now a \$4,300,000 project and is currently under construction for a total redesign, expansion and rebrand. Completion for Old Settlers is Summer 2020. The Juanita Maxfield Aquatic Center (JMAC) pool off of Highway 5 has been refreshed and includes a new shade structure and a poolside rock climbing wall. This project was about \$175,000. Upgrades to Oak Hollow Golf Course were \$150,000, improving the first and last impressions. Estimated completion for Oak Hollow improvements is Fall 2019. Mr. Kowski presented plans for projects for this \$5.5 million grant request:

- Cottonwood Park redevelopment (\$875,000);
- Old Settlers architectural consulting and improvements to the aquatics center (\$1,500,000);
- Al Ruschhaupt improvements including additional lighting and new restrooms (\$1,000,000);
- JMAC improvements (\$250,000) including restrooms and office space;
- Parks Master Plan (\$200,000) update;
- Oak Hollow (\$150,000) for ongoing upgrades;
- Finch Park Phase V Renovations (\$150,000) including architectural design for plans of splash pad and playground equipment;
- Community Center Renovations (\$125,000) including outdoor patio;

- Parks Accessibility (\$100,000) including upgrades needed to meet ADA standards with new renovations; and
- Parks Umbrella (\$1,150,000) to hire architects for bond package projects including the Towne Lake legacy project and potentially purchasing a bus for Parks and Rec field trips which would have MCDC branding if paid for by MCDC.

Chairman Kuehn asked about the possibility of redesigning Finch Park to take advantage of the shade trees there for larger festivals, and Mr. Kowski clarified that this is being looked at in addition to parking, signage and trail connections to Towne Lake. He added that Finch Park is designated as a park that allows alcohol, so it has been identified as a festival park. Chairman Kuehn also asked about the partnership with McKinney Garden Club for Finch Park, and Mr. Kowski said that the club will retain their current garden area, and benches and pavilions will be installed near that area. Treasurer Glew asked about the funding and status for the signage project. Mr. Kowski replied that the signage project would include a separate request for funding from MCDC, and before a decision is made to move forward, he would present options to the Board. Secretary Brewer asked about monument signs at the parks, and Mr. Kowski stated they will be doing a video series highlighting the history of those who have parks named for them. He added that they would consider renaming parks not named after individuals like Cottonwood. Chairman Kuehn, Secretary Brewer, Treasurer Glew and Board members Barnes-Tilley and McGill all spoke in support of a new bus. Chairman Kuehn complimented Mr. Kowski and the Parks staff on the quality job they do. Chairman Kuehn asked for public comments. MCVB Director Guerra spoke in favor of the new bus. Main Street Director Amy Rosenthal asked about keeping the trolley for downtown events, and Mr. Kowski clarified that the new bus would be for longer trips and the trolley would stay available for downtown and Chestnut Square tours. Heritage

Guild Director Jaymie Pedigo added that anything larger than the trolley would have trouble maneuvering the turns in the downtown area. Chairman Kuehn stated that the public hearing will remain open until the next MCDC Board meeting on August 22.

- 19-0610** Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by McKinney Main Street (#19-11), in an Amount Not to Exceed \$60,000 for Three Neon Signs to Help Identify the Historic Downtown McKinney Cultural District and Highlight Parking. Amount Requested is 60% of Total Estimated Project Cost. MPAC/Main Street Director Amy Rosenthal stated that Main Street has over 120 businesses including a boutique hotel; over 30 restaurants, bars and coffee shops; and 15 arts and cultural venues within the Cultural District. The Cultural District hosts over 700,000 individuals each year. Ms. Rosenthal presented their goal to add some neon signs to the Cultural District, stating that neon signs are unique works of art that serve as a connection to the past, invoke memories, serve as a tribute to locally-owned businesses, and stand out as icons of commerce and entertainment. This grant request would allow for the installation of three neon signs in the Historic Downtown McKinney Cultural District: a roof mounted sign on top of the new parking garage, a directional blade sign pointing the way to parking, and a pole mounted sign as you enter downtown on Louisiana Street. The signs would add nostalgia while identifying the district and serving as photo backdrops. Metrics for measuring the economic benefit of these signs will include custom hashtags and sales tax numbers. The plan is to unveil the signs during the 2019 Home for the Holidays event with marketing through media releases and social media. Ms. Rosenthal credited Aaron Werner for the video presentation. Treasurer Glew complimented Ms. Rosenthal on the idea and historical significance of adding neon to the area. Mr. Glew encouraged Ms. Rosenthal to

investigate the possibility of placing the signs on a building with enough height to make them more visible from Highway 5. Board member McGill praised the design of the signs. Chairman Kuehn and Vice Chairman Clarke both spoke to the issue of making sure the signage is visible and calls direct attention to the parking garage. Board member McGill asked if they are considering additional street signage, and Ms. Rosenthal stated that the City has recently installed more directional signage along downtown streets. Chairman Kuehn asked about maintenance of the signs including lights going out, and Ms. Rosenthal replied that the sign designer addresses these issues as well as hail and other damage. This Public Hearing will remain open until the August Board meeting.

- 19-0611** Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by Boys and Girls Club of Collin County (#19-12), in the Amount of \$135,000 for the Replacement of the Gym Floor, Replacement of Gym Padding Panels, and Purchase and Installation of Retractable Bleachers at the McKinney Club, Located at 701 S. Church Street, McKinney, Texas. Amount Requested is 100% of Estimated Project Cost. Boys and Girls Club Chief Development Officer Liliana Rogers stated that this national organization has 4,000 clubs and serves over 4,000,000 kids, and they have been in Collin County for over 50 years. They are strategically located in lower income areas, offering a safe place for school age kids to learn and grow. The three Collin County facilities serve 3,266 kids in the after school program and an additional 6,000+ kids through outreach into the schools and community. Their programs include character and leadership, education and career development, health and lifestyle skills, the arts, sports, fitness and recreation. They are successful with 100% of seniors moving on to two-year or four-year universities or military service, 100% underclassmen moving to the next grade level, and zero kids in the juvenile justice

system. The McKinney Club specifically has 936 members and has seen a 68% increase in membership from 2010-2018. They pick up from nineteen schools. She stated that McKinney Club is fiscally sound, and 82% of each dollar goes towards programming. CEO Mike Simpson informed the Board that the McKinney building is 45 years old and the gym is more than 20 years old. He thanked the MCDC for grants received in the past making major improvements and additions possible including education rooms, the Teen Center, sports court, playground, new roof and recreational equipment. Mr. Simpson stated that they are requesting \$85,000 to replace the gym floor with hardwood, as the current gym floor has experienced water damage and heavy wear and tear. In addition, they are requesting \$28,000 for the purchase and installation of retractable bleachers to replace old metal seats that are not retractable. The final two pieces of this grant request are for new wall paneling for \$3,500 and a gym divider curtain for \$19,000. He emphasized that the McKinney gym is used for all Collin County league games. They are requesting a total of \$135,500 based on initial estimates, but their goal would be to get the work done for less. He added that the gym is used for big community events and that Cornerstone Christian Academy uses the gym as well. He added that they are hoping to bring in other tournaments and possibly open the gym for pickle ball during the school day. Treasurer Glew commented that he has toured the club and is inspired by all they do to serve the community. Chairman Kuehn inquired as to whether or not they have contacted the Mavericks Basketball team to explore the possibility for funding for the gym floor. Mr. Simpson stated that the Mavericks have helped the Boys and Girls Clubs in the past, and there are some county-wide projects that they may be seeking help from the Mavericks to fund. Chairman Kuehn thanked them for the huge impact they make in our community. Board member McGill encouraged them to investigate the possibility of a matching grant that might multiply

some of the funds they receive. Mr. Kuehn added that the Ponder Company installs floors in the PSA facilities as test floors, so there may be an opportunity to receive a test floor at a lower cost. Mr. Simpson added that they will be meeting with other potential funding groups. He added that expansion and improvement must happen and that they are currently only serving 6% of the Collin County students who are on the free or reduced lunch program, so the opportunity for growth is huge. Board member McGill thanked them for their labor of love and added that she recognizes the challenge to sustain the funding required to cover the needs. Mr. Simpson added that they are privileged that their facility overlooks Finch Park, and he appreciates the working relationship they have with McKinney Parks Department. Treasurer Glew asked about the possibility to break up the grant into components such that part of this request could be addressed in a later grant cycle if MCDC doesn't award the full request and other funding sources aren't made available. Mr. Simpson stated that the biggest goal is to get the floor done over the Christmas school break, so they need to start talking with companies and scheduling that piece of the project soon. Chairman Kuehn and Treasurer Glew both acknowledged again the value that Boys and Girls Clubs bring to our community. This Public Hearing will remain open until the August Board meeting.

Chairman Kuehn thanked Vice Chairman Clarke and the Promotional and Community Events Grant subcommittee for their diligence in reviewing the details of the grant applications presented at the Board meeting on June 27. Subcommittee members are Vice Chairman Clarke and Board members Barnes-Tilley and McGill.

19-0612 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by The

Heritage Guild of Collin County (PC #19-09) in the amount of \$12,500 for the advertising, marketing and promotion of the Historic McKinney Farmers Market, Legends of McKinney Ghost Walk, Murder Mystery production and the 2019 Holiday Home Tour. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke presented the committee's recommendation for full funding of this grant. Board members unanimously approved a motion by Board member McGill, seconded by Vice Chairman Clarke, to grant \$12,500 for the advertising, marketing and promotion of the Historic McKinney Farmers Market, Legends of McKinney Ghost Walk, Murder Mystery production and the 2019 Holiday Home Tour.

19-0613 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by the Crape Myrtle Trails of McKinney Foundation (PC #19-11) in the amount of \$15,000 for the advertising, marketing and promotion of the 2019 Crape Myrtle Run and Festival. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$8,000 for this grant. Board members unanimously approved a motion by Chairman Kuehn, seconded by Treasurer Glew, to grant \$8,000 for the advertising, marketing and promotion of the 2019 Crape Myrtle Run and Festival.

19-0614 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by Direction 61:3 (PC #19-12) in the amount of \$5,000 for the advertising, marketing and promotion of the 2019 Christmas Mosaix Concert. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$4,000 for this grant. Board members unanimously approved a motion by Secretary Brewer, seconded by Board member McGill, to

grant \$4,000 for the advertising, marketing and promotion of the 2019 Christmas Mosaix Concert.

19-0615 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by McKinney Rotary Foundation (PC #19-13) in the amount of \$7,500 for the advertising, marketing and promotion of the 2019 Rotary Parade of Lights. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$6,000 for this grant. Board members unanimously approved a motion by Board member Barnes-Tilley, seconded by Vice Chairman Clarke, to grant \$6,000 for the advertising, marketing and promotion of the 2019 Rotary Parade of Lights.

19-0616 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by SBG Hospitality (PC #19-14) in the amount of \$15,000 for the advertising, marketing and promotion of the 2019 McKinney Wine and Music Festival. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$10,000 for this grant. Board members unanimously approved a motion by Board member McGill, seconded by Secretary Brewer, to grant \$10,000 for the advertising, marketing and promotion of the 2019 McKinney Wine and Music Festival.

19-0617 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by McKinney Main Street (PC #19-15) in the amount of \$15,000 for the advertising, marketing and promotion of 2019 Home for the Holidays and activities associated with Small Business Saturday. On behalf of the Promotional and Community Events Grant subcommittee, Vice

Chairman Clarke provided the committee's recommendation for full funding of this grant. Board members unanimously approved a motion by Treasurer Glew, seconded by Vice Chairman Clarke, to grant \$15,000 for the advertising, marketing and promotion of 2019 Home for the Holidays and activities associated with Small Business Saturday.

19-0618 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by McKinney Lacrosse Club (PC #19-16) in the amount of \$9,400 for the advertising, marketing and promotion of the 2019 Fall Tournament. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$6,000 for this grant. Board members unanimously approved the motion by Secretary Brewer, seconded by Board member McGill, to grant \$6,000 for the advertising, marketing and promotion of the 2019 Fall Tournament.

19-0619 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by McKinney ISD Department of Athletics (PC #19-17) in the amount of \$15,000 for the advertising, marketing and promotion of the 2019 NCAA Division II Championship Game. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$14,625 for this grant. Board members unanimously approved the motion by Secretary Brewer, seconded by Board member Barnes-Tilley, to grant \$14,625 for the advertising, marketing and promotion of the 2019 NCAA Division II Championship Game.

19-0620 Chairman Kuehn called for consideration/discussion/action on a request from Kiwanis Club of McKinney to extend the term on the Promotional

and Community Event Grant (PC#19-06) awarded by MCDC, in the Amount of \$2,500 for the Kiwanis McKinney Triathlon, from January 31, 2020 to June 30, 2020. President Schneible stated that the Kiwanis Club has been looking for a new route for their triathlon and now have a plan and date for 2020. She reminded the Board that when funds are approved, recipients have one year to use the funds from the date of approval, so they are asking for an extension. Board members unanimously approved a motion by Secretary Brewer, seconded by Vice Chairman Clarke, to extend the term on the Promotional and Community Event Grant (PC#19-06) from January 31, 2020 to June 30, 2020

Chairman Kuehn called for citizen comments, and there were none.

Chairman Kuehn called for Board or Commissioner comments, and there were none.

Chairman Kuehn called for a motion to adjourn. Board members unanimously approved a motion by Treasurer Glew, seconded by Board member Barnes-Tilley, to adjourn.

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

KURT KUEHN
Chairman