

McKinney Community Development Corporation
Meeting Marketing Subcommittee
August 20, 2019

The McKinney Community Development Corporation Promotional and Community Event Grant Committee met at 5:30 p.m. on August 20, 2019 at the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

MCDC board members present: Treasurer Rick Glew, Board members Mary Barnes-Tilley and Kathryn McGill.

Staff present: President Cindy Schneible, Administrative and Marketing Coordinator Linda Jones and McKinney Marketing and Communications Creative Services Manager Michelle Feldker.

President Schneible introduced Michelle Feldker, Creative Services Manager for the City of McKinney Communications and Marketing Department.

Ms. Feldker reviewed the goals that the board discussed at the April 25th board meeting.

1. To improve communications of sponsored programs, projects and grants;
2. To educate residents that sales tax revenue is how MCDC is able to fund projects;
and
3. To be more strategic about sharing the “your sales tax” message.

Ms. Feldker defined the general messaging topics and target audience(s) for each.

- Educate about sales tax generation and reinvestment to residents.
- Educate and promote projects, programs and events to residents.
- Promote sponsored events to visitors.
- Promote MCDC through rebranding and uniting the messaging to residents and visitors.

Ms. Feldker introduced a new corporate identity which included a new logo and designs for business cards, letterhead and mockups for additional pieces. The creative and pieces were well-received.

She then presented a resident-focused education campaign which highlighted a new logo featuring “*Buy McKinney -- Spend it here. Keep it here.*” Ads will include a simple chart that illustratively shows taking a half-cent of sales tax generated from shopping/dining in McKinney then reinvesting that money back into McKinney. The ads would also include an “*It’s My McKinney – My sales tax dollars support this!*” icon.

The “*It’s My McKinney*” campaign would be used to promote MCDC projects and events to McKinney residents. Ms. Feldker included mockup ads in the presentation. Plans to promote events to visitors would include similar design elements omitting the “*It’s My McKinney*” references. Additional event promotion materials including a trifold, pull-up signs, large banners and yard signs.

Ms. Feldker then presented specific paid advertising channels which would include Community Impact, the Historic Preservation calendar, McKinney Chamber's resource guide and map, and Community Impact digital for Frisco and McKinney. These would be utilized along with no-cost advertising with Apex radio, City of McKinney e-newsletter, Facebook events, the Parks guide and general social media. She presented a specific advertising campaign for September 2019-April 2020 totaling \$13,156, with a projected annual advertising budget of \$20,000-\$25,000 across all markets and messages.

Subcommittee members and staff discussed the rebrand presentation in great detail. The subcommittee unanimously agreed to recommend the proposed rebrand and campaign to the board at the September 26th meeting and invited Ms. Feldker to present to the full board at that meeting.

The subcommittee meeting was adjourned at approximately 7:10 p.m.

Kurt Kuehn, Chairman