

## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**JUNE 23, 2022**

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, June 23, 2022 at 8:00 a.m.

**Board Members Present:** Chair Angela Richardson-Woods, Vice Chair Kathryn McGill, Secretary David Kelly, Treasurer Mary Barnes-Tilley, Board Members Jackie Brewer and Deborah Bradford, Board Alternate David Riche, and Ad Hoc Member Joy Booth.

**Absent:** Board Member Rick Glew.

**Staff Present:** President Cindy Schneible, City Manager Paul Grimes, Assistant City Manager Kim Flom, Financial Compliance Manager Chance Miller, Director of Parks and Recreation Michael Kowski, Main Street/MPAC Interim Director Andrew Jones, Visit McKinney Sales Manager Rachel Tamez, MPAC Marketing and Development Specialist Jakia Brunell and MCDCC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chair Richardson-Woods called the meeting to order at 8:00 a.m. after determining a quorum was present. Board Member Bradford delivered the invocation which was followed by the Pledge of Allegiance.

Chair Richardson-Woods called for public comments on non-public hearing agenda items, and there were none.

Chair Richardson-Woods called for a motion on the consent items. Board members unanimously approved a motion by Secretary Kelly, seconded by Board Member Brewer, to approve the following consent items:

**22-0535** Minutes of the McKinney Community Development Corporation Meeting of May 26, 2022.

**22-0536** Minutes of the McKinney Community Development Corporation TUPPS Subcommittee Meeting of June 1, 2022.

- 22-0537** Minutes of the McKinney Community Development Corporation TUPPS Subcommittee Meeting of June 7, 2022.
- 22-0427** Minutes of the Parks, Recreation, and Open Space Advisory Board Meeting of April 21, 2022
- 22-0538** Chair Richardson-Woods called for the Financial Report. Financial Compliance Manager Chance Miller reviewed the May financials. Revenues for May were \$2.1 million. Expenses were \$690,000 including \$146,000 in community projects and \$410,000 in parks construction projects. Sales tax for May represents March sales. Actual May revenue collected by the City was \$8.4 million compared to \$5 million for April. This reflects a 15.3% increase over 2021, yielding an 18% increase year-to-date. During the same period, Allen saw a 2.8% decrease, Frisco saw a 23.9% increase, and Plano saw a 32.1% increase. Both McKinney and Plano had large audit collections, making McKinney's true increase about 9% and Plano's true increase about 7%. Mr. Miller believes that Frisco's double-digit increase reflects their being harder hit during COVID. Mr. Miller asked for questions, and there were none. There were no questions on the checks issued report.
- 22-539** Chair Richardson-Woods called for Board and Liaison Reports.  
Board Chair. Chair Richardson-Woods welcomed Board Alternate David Riche to the dais in Rick Glew's absence and acknowledged ad hoc member Joy Booth in attendance. She thanked Board members for their continuous participation in community events. Since our last Board meeting, Board members have represented MCDC at SERVE MCKINNEY, adopt-a-spot clean-up at Bonnie Wenk Park, Bar Wars, Texas Music Revolution, Senior Rec Center 20<sup>th</sup> anniversary celebration, MillHouse Foundation MuralFest and the Juneteenth events. Chair Richardson-Woods expressed appreciation for partners citywide who

contributed to the success of the Juneteenth activities and specifically recognized and thanked Mayor Fuller, City Council and City Manager Paul Grimes for their participation. Chair Richardson-Woods called on Board Member Bradford for the TUPPS Subcommittee report. Board Member Bradford shared that the TUPPS subcommittee continues to meet monthly. TUPPS Brewery has officially announced the BYOB (Build Your Own Business) program throughout the metroplex with applications to be accepted through the end of June. Within a week of the announcement, 46 applications were submitted for six available silo businesses. The BYOB business selection process will include application evaluations and interviews. MCDC members of the TUPPS subcommittee and representatives from MEDC and McKinney Main Street will be included in the interview and selection process. Selection of businesses will be complete by end of August with a goal of securing executed lease agreements by the end of September. Selected businesses should be able to begin silo setup and renovations in October and can open as early as TUPPS receives a Certificate of Occupancy. The goal is for all silo businesses to be open on or before the TUPPS grand opening event planned for December. Completion of construction is planned for November for the full site. The subcommittee was able to tour the site and meet some of the onsite construction team on June 7. The pad for the brewery building is prepped, and the pre-engineered building is expected to be delivered in July. The subcommittee saw grading in progress while onsite. Additionally, they walked the full site and heard plans to complete the "wedding garden" area, stage and play areas. They were able to see many items that have been salvaged from buildings that were on the site, to be repurposed throughout the site and some items that have been purchased for use on the site. Treasurer Barnes-Tilley shared that she enjoyed attending both the Juneteenth celebration and the SBG Margarita Stroll this past weekend. Vice Chair

McGill, Board Member Brewer and Chair Richardson-Woods acknowledged the contributions of Amy Rosenthal to the overall fabric of McKinney over the years.

City of McKinney. City Manager Paul Grimes announced that City Council has adopted guidelines and application procedures for a Community Land Trust to raise money and acquire tax-exempt land to help with the development of affordable housing. Additionally, Council has approved criteria for a Public Facilities Corporation (PFC) which allows developers to set aside more units for affordable housing by providing tax-exempt status for those units and gives the City flexibility in determining and establishing the AMI (Average Median Income). Both initiatives will help provide needed affordable housing while preserving East McKinney neighborhoods. Secretary Kelly asked about land location under the Trust, and Mr. Grimes stated that the land can be located anywhere in City limits. Mr. Kelly also inquired about tenant access to facilities under the PFC, and Mr. Grimes believes there would be no difference in privileges among tenants. Mr. Grimes shared that the City Communications and Marketing Department received five awards at this year's Texas Association of Municipal Information Officers (TAMIO) awards including: TAMI Award for Video Recurring, Award of Excellence for a Marketing Plan, Award of Honor for Unplanned Social Media, Award of Honor for Website Redesign and Award of Honor for Photography. Mr. Grimes asked for questions, and there were none.

Visit McKinney. Sales Manager Rachel Tamez announced that the new Executive Director, Aaron Werner, started last week and will be reporting to MCDC starting next month. Ms. Tamez reported that the Pickleball Regional Tournament hosted 900 players from 31 states. This was the second year for Courts of McKinney to host the event, and they are looking forward to future events. Hotel occupancy during the tournament reached 77%, generating revenue of \$30,075, which is a 32% increase

from 2021. Early estimated attendance numbers for the AT&T Byron Nelson are 125,000, and hotel occupancy was 79% that week and 81% for the weekend. Estimated HOT tax from that week was \$56,653, 25% higher than 2021. Drum Corps International will be coming to McKinney on Tuesday, July 26, at MISD Stadium, with a drum battle event hosted at TUPPS Brewery the evening before. Ms. Tamez reported that April HOT tax revenue was \$217,005, a 28% increase over 2021. May HOT tax was \$225,482, a 40% increase over 2021. She asked for questions, and there were none. Treasurer Barnes-Tilley stated that the pickleball attendance numbers are amazing. Ms. Tamez added that there were 900 players registered, but that each player generally brings one or two guests. Board Member Bradford asked about the DCI event. Ms. Tamez explained that the participants are full bands, not just drum lines, and they bring great showmanship to their performances. This is the first time McKinney has hosted the event, as the 2020 event was canceled due to COVID. Board Member Riche shared that at least one of our sister cities, Allen, is trying to get pickleball courts in their town.

McKinney Economic Development Corporation. Chair Richardson-Woods referred Board members to the report attached to the agenda.

McKinney Main Street/MPAC. Interim Director Andrew Jones shared that Amy Rosenthal is already missed by their department and the City. He reported that the Texas Music Festival brought over 100 musical acts to twenty different outdoor and indoor stages. He acknowledged staff member Jakia Brunell, Gregory Hearn, Lara Marsh and staff across City departments for their work in making the Juneteenth celebration another huge and successful event for the City. The SBG Craft Beer Walk this past weekend was well-attended. Mr. Jones shared that Guido van Helton has started prep work for the silo mural art project, and the artwork should be complete in late August. The City has already received a great deal of publicity for this arts project. This weekend is the first performance

for the Summer Concert Series and is a sold-out show for Marc Broussard, a Southern blues and R&B artist. There is a great deal of excitement for the upcoming Fourth of July parade, Yankee Doodle Block Party and the Parks festivities that evening with fireworks. Also in July is the SBG Margarita Stroll on July 9. He asked for questions, and there were none.

McKinney Parks and Recreation. Director Michael Kowski announced that The Courts of McKinney is having a 10-year anniversary celebration on Sunday from 3:00 to 6:00 p.m. with games and food. Additionally, guests will be able to see the progress on the indoor tennis facility which is on schedule to open this calendar year. In fact, 2022 will see the completion of about \$20 million in parks projects including Finch Park, Mary Will Craig Park and Murphy Park, all in partnership with MCDC. Parks is in the process of securing bids to turf six fields at the Craig Ranch Soccer Complex. Other parks will be bid this summer including Robinson Ridge Park. Mr. Kowski shared that July is National Parks and Recreation Month, and they are hosting a Rec Quest Challenge which allows players to choose their own adventure and visit parks across the City. For Fourth of July, the event at Craig Ranch will open at 5:00 p.m. with food trucks, games, music and fireworks. The Apex Centre outdoor pool will also be open to watch fireworks from the pool. Mr. Kowski shared that Apex membership was about 5,300 prior to the pandemic, and membership has now climbed back to just over 5,000, and revenue once again exceeds expenses. He announced signage for the newly renamed Gilda Garcia Garza Aquatics Center is in design. He asked for questions, and there were none.

**22-0540** Chair Richardson-Woods called for the President's Report. President Cindy Schneible highlighted the three final reports attached to the agenda. She acknowledged Empty Bowls for the detail in their final report

and shared that the event netted \$75,000 which will be donated to Community Lifeline Center (\$60,000) and Community Garden Kitchen (\$15,000). Referring to the Kiwanis Triathlon final report, Ms. Schneible shared that out of 250 participants, 209 were first timers for this event and five states other than Texas were represented. She encouraged Board members to review the TUPPS progress photos attached to her report. She referred Board members to the links to various Parks and Library summer guides and encouraged them to review the diversity of programming offered for City residents. The deadline for the last cycle of Project Grants for this fiscal year is next Thursday, June 30, and we will accept applications for Retail Development Infrastructure Grants July 1 through July 29. Ms. Schneible also encouraged Board members to look through the Heard-Craig Center for the Arts newsletter provided. She asked for questions, and there were none. Chair Richardson-Woods thanked President Schneible for consistently sharing valuable information with the Board. Board Member Brewer thanked grant recipients for the detail in their reports including data and lessons learned. She announced that the Board is developing a decision-making tool for analysis of Promotional Grant applications, and a key element of that tool will be final report information shared on previous years' events. Secretary Kelly thanked President Schneible for the care and maintenance of the corporation's finances, acknowledging her ability to accurately predict expenditures.

Chair Richardson-Woods stated that the Board will hear from eleven Promotional Grant applicants today. She reminded everyone that each presenter has three minutes to present, which will allow time for questions and answers. Today's meeting is for presentations only, and the Board will take action on these applications at the July 28 meeting. She announced that due to technical issues with the live manager and

timing system, Linda Jones will be timing the presentations manually, and presenters will have a little extra time to wrap-up after the timer goes off. Funds available for Promotional Grants is \$101,000, and grants submitted total \$102,525.

**22-0541** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Lacrosse Club (PC #22-14) in the amount of \$3,100.00 for the advertising, marketing and promotion of the 2022 Fall Turlaxin' Tournament. Vice President Scott Wooters and President Owen Lancaster shared that the organization was established in 2010 and serves about 200 families with teams for boys and girls in kindergarten through high school. They are hoping to grow to 300 families over the next year. He reminded the Board that they are a self-funded, nonprofit volunteer organization that is not affiliated with MISD. Their philosophy is to add more teams as needed rather than cut players who don't have the skills yet. They are currently hosting a new player clinic with over 100 kids participating. The Turlaxin' Tournament is self-funded through registration fees and hosts about 200 teams over three weekends. Lacrosse is a Spring season sport, with Fall as a developmental season. Most of their players also play football and other sports through their schools, so Fall registrations are typically lower. Mr. Wooters thanked the Board for their past grant. Lessons learned through those marketing efforts include broadening the audience scope to attract more teams from out of Texas. A detailed proposed advertising plan totaling \$3,100 was included in the presentation with the goal to bring more teams to the tournament and positively impact tourism dollars. Secretary Kelly commented about his family's recent experience at a lacrosse tournament and the excitement around the play, as well as the huge economic impact on the host city. Mr. Lancaster emphasized that while



the majority of participating teams in Turlaxin' are from the DFW Metroplex, they do register teams from Houston and Austin and other areas. Their goal is to continue to broaden their reach beyond this area. Mr. Wooters added that because of the success of the Turlaxin' Tournament, US Lacrosse offered McKinney the opportunity to host the under 19 games and the Texas High School State and Regional tournament.

**22-0542** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Repertory Theatre (PC #22-15) in the amount of \$11,855.00 for the advertising, marketing and promotion of the 2022-2023 Show Season including twenty-two performances of five unique shows. Davina Gazo Stampfel shared that McKinney Repertory Theatre (MRT) is a 100% volunteer nonprofit community theatre. As McKinney's official community theatre, they are a resident company at MPAC. Their mission is to present live theatre for the McKinney community. Each year, they host a five-show season on the main stage at MPAC. Shows for the 2022-23 season include *Dracula*, *A Christmas Carol*, *Farndale*, *Murder on the Orient Express* and Neil Simon's *Rumors*. Since the pandemic, they have struggled to get their audiences back to the theatre. Additionally, the theatre group is unknown to new residents. Their goal for the upcoming season is to increase membership and attendance by 10% to begin their climb back to pre-COVID numbers and growing from there. The proposed budget of \$11,855 for advertising will include Facebook ads, online and print media, postcards, posters, signs, email newsletter creation and materials in new resident bags. Shows for the past season included *Driving Miss Daisy*, *A Christmas Carol* and *Savannah's Sipping Society*. She invited Board members to attend their upcoming production of *Much Ado Out West*, a melodrama parody, with

shows July 29-30, August 5-6 and August 13-14. Chair Richardson-Woods asked about other fund-raising efforts, and Ms. Gazo Stampfel shared that they are trying to sell more program advertising and host more fundraisers, including a recent collaboration with Chestnut Square for a sold-out murder mystery dinner. Secretary Kelly complimented Ms. Gazo Stampfel on the quality of her presentation.

**22-0543** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Odysseus Chamber Orchestra (dba McKinney Philharmonic Orchestra) (PC #22-16) in the amount of \$13,970.00 for the advertising, marketing and promotion of the 2022-2023 Concert Season including six performances. Artistic Director Jason Lim thanked the Board for their past support that has expanded the arts scene in McKinney and has helped the orchestra become a leading orchestra in North Texas, doubling their audience in 2022. He reminded Board members that their musicians are all paid professionals, so the orchestra provides work and performance opportunities for local musicians. Additionally, they recently received a \$750 donation from a California resident who will be moving to the area and chose McKinney because of the orchestra. The 2022-23 season will include seven full orchestra performances and five recital concerts. Recital concerts have not yet been selected. Full performances will include Tchaikovsky Symphony on September 3, Halloween Spectacular on October 22 (in conjunction with Parks Department Trick or Treat Trails), Holiday Concert on December 3, Chamber Music Series on February 4, Classical Concert Series on March 4, Pops Concert Series on April 1, and An American in Paris concert with Greater North Texas Youth Orchestra on May 6. The proposed advertising campaign consists of Facebook ads and radio ads, and Mr. Lim noted that KERA and KXTA radio spots have been very successful media for the

orchestra. Secretary Kelly asked if they considered WRR Radio, and Mr. Lim said they have advertised there in the past and didn't see great results. Vice Chair McGill asked if they will also advertise in Community Impact, and Mr. Lim responded that they will. Ms. McGill shared her appreciation for the world-class, professional music the orchestra offers. Treasurer Barnes-Tilley complimented them on the John Williams concert this year.

**22-0544** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Heritage Guild of Collin County (PC 22-17) in the amount of \$13,960.00 for the advertising, marketing and promotion of Farmers Market, Bar Wars, Murder Mystery, Legends of McKinney Ghost Walk, and Holiday Tour of Homes. Executive Director Jaymie Pedigo shared that they are excited to be on the rebound from COVID. She thanked the Board for their participation at Chestnut Square events. She added that the Murder Mystery was a packed house at the Bevel House, and they are looking forward to the completion of that expansion. This request is for \$13,960, which represents 79% of the total advertising budget for those events. The events include Farmers Market, Ghostly Hauntings Tours, Educational Programming, Legends of McKinney Ghost Walk, Fall Murder Mystery and the Annual Holiday Tour of Homes. Ms. Pedigo shared that the McKinney Repertory Theatre will participate in the Legends of McKinney Ghost Walk and the Fall Murder Mystery this year. She announced that Farmers Market vendors voted for markets to be held every Saturday all year long, so they will now host 51 Saturdays of markets in the upcoming season, with no market on Christmas Eve. Last year's Holiday Tour of Homes was record-breaking, and this year's event will feature six historic homes and two bonus homes. Tickets will go on sale for a Christmas in July special. Advertising plans include ads in

Community Impact, Star Local Media, Stonebridge Ranch and Craig Ranch magazines, Fairview Town News, Edible Dallas, Stroll Eldorado (N2 Publishing), event videos, social media ads and printed materials for events. Ms. Pedigo shared their revenue budget, emphasizing that wedding revenues represent about 45% of the budget. To better track media success, they are utilizing post event questionnaires, surveys, social media polls, and coupon/specials offers. Ms. Pedigo asked for questions. Chair Richardson-Woods expressed appreciation for the quality and positive community impact of Chestnut Square events. Vice Chair McGill thanked Ms. Pedigo for highlighting the overall budget and diversity of programming in their presentation. Ms. Pedigo added that the 50<sup>th</sup> Tour of Homes is coming up, so they will have an even bigger event for that year.

**22-0545** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Legacy Keepers of Old East McKinney (PC #22-18) in the amount of \$14,640.00 for the advertising, marketing and promotion of the 2022 Día De Los Muertos Celebration. Jason Hernandez, with Beth Bentley, shared that Legacy Keepers was founded to discover, promote, preserve and honor the Mexican and Black history of Old East McKinney. Día de los Muertos fills the gap for a Latino/Mexican celebration in McKinney and celebrates those cultures. This year's event will be October 15 at Glenn Mitchel Memorial Park from 12:00 to 9:00 p.m. Ms. Bentley reported that over 2,500 people attended the inaugural event last year. Thanks to the MCDC grant, they had a strong presence in social media, radio and print along with in-person promotional presentations with many local organizations. Marketing traffic hit over 8,000 persons. The team for this event is all volunteers. This year's grant request adds a billboard on Highway 5 and increases

promotional efforts for pre-event materials (promotional videos, flyers, cards and yard signs) and radio. New to this year's event will be a quilt show in partnership with Heard-Craig Center, a car show and onsite t-shirt sales. Chair Richardson-Woods complimented the team on last year's event which was amazing. Board Member Bradford expressed appreciation for the cultural awareness and history provided through this event and Legacy Keepers, adding that education is important because we sometimes fear what we don't understand. Ms. Bentley expressed her appreciation for the Board's participation in events.

**22-0546** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Rotary Foundation (PC #22-19) in the amount of \$7,500.00 for the advertising, marketing and promotion of the 2022 Parade of Lights. Secretary Kelly recused himself from the dais during presentation and discussion of this agenda item. Harold McLeod introduced himself and thanked the Board for the opportunity to share information about the 23<sup>rd</sup> annual Parade of Lights which will be held December 10, with a weather backup date of December 17. Last year's parade had 73 floats and over 2,500 participants including police, fire, high school bands, clubs, charities, families and local businesses. The parade is a great way for Rotary to give back to the community, and last year's parade brought 32,700 from across North Texas to the historic downtown district. Net proceeds in 2021 were almost \$7,500 all of which goes back into the community through various Rotary Club projects. The marketing plan includes radio, newspaper, posters, yard signs, social media and MPAC banners. Mr. McLeod asked for questions. Chair Richardson-Woods expressed appreciation for the excellence of the parade over the years, having participated in the parade and watched her own children participate through the years. Board Member Bradford thanked Mr.

McLeod and stated it is her honor to serve with him on the Community Lifeline Center Board. Secretary Kelly rejoined the dais following presentation and discussion of this agenda item.

**22-0547** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Main Street (PC #22-20) in the amount of \$12,000.00 for the advertising, marketing and promotion of 2022 Oktoberfest and 2022 Home for the Holidays events. Jakia Brunell shared that while McKinney's downtown is over 170 years old, there are no signs of slowing down. In 2021, their signature events (Oktoberfest and Home for the Holidays) welcomed over 140,000 people for celebrating, shopping and dining. Main Street's goal is to provide a vibrant cultural district by connecting the rich history and bright future through events while encouraging economic vitality. Oktoberfest 2022 will be Friday through Sunday, September 23-25, when the streets of downtown will host 75,000 people for beer and schnitzel tasting, traditional German food, kids' activities, live music, dancing, keg tapping and a Volkswagen car show. Beer vendors will include Hofbrau, TUPPS and Franconia. "Home for the Holidays: A McKinney Christmas" will bring about 60,000 shoppers to downtown on Friday and Saturday, November 25-27. The event kicks off with the community tree lighting on Friday and will have food trucks, music and carnival games and rides throughout the weekend. Additionally, Saturday, November 26, will be Small Business Saturday. Marketing plans for both events include social media campaigns, digital billboards, ads in various area/regional publications and direct mail, and the goal is to reach people from all over the DFW area. Metrics will include sales data from participating vendors. With MCDC's continued support, McKinney Main Street will continue to showcase downtown as an incomparable destination for entertainment,

shopping and culturally rich experiences. Ms. Brunell asked for questions. Chair Richardson-Woods and Vice Chair McGill congratulated the Main Street team on the successful events over the years. Treasurer Barnes-Tilley clarified that Retail Coach generally captures 80% of attendees via cell phone pings, so the attendance of these events is likely about 20% higher than stated. Board Member Brewer expressed appreciation for the flexibility during COVID and the ongoing efforts to add to and improve these events.

**22-0548** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Collin County Master Gardeners Association (PC #22-21) in the amount of \$10,000.00 for the advertising, marketing and promotion of the 2023 Garden Show. Jenny Nelson, joined by Kathy Schmidt, shared enthusiasm for the nonprofits in attendance today and the impact each is making on our community. Collin County Master Gardeners is a 501(c)(3) established in 1997 as a volunteer program affiliated with the Texas A&M AgriLife Extension Service and devoted to educating the public about horticultural science. They have nearly 400 knowledgeable, dedicated and trained volunteers who work in schools, senior centers and at the research and garden center at Myers Park. Becoming a master gardener requires 65 hours of intensive classroom instruction plus another 65 hours of hands-on projects. Prior to the pandemic, they had 300 members and now they have nearly 400. During the pandemic, they had to cancel two of their big garden shows. The garden show is their premier educational event. Attendance was 6,500 to 9,000 prior to COVID but dipped to about 5,500 post-COVID. Their goal is to climb back to pre-COVID attendance numbers and grow from there. Chair Richardson-Woods asked what they offer for non-master gardeners, and Ms. Nelson reminded everyone that their goal is to educate everyone.

Secretary Kelly asked them to discuss their marketing plans. Ms. Nelson shared that they are hoping to increase their reach in terms of numbers and distance. Their plan includes print ads in local and gardening magazines, radio and social media ads.

**22-0549** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by SBG Hospitality (PC #22-22) in the amount of \$10,000.00 for the advertising, marketing and promotion of the 2022 McKinney Wine and Music Festival. Ainess Gonzales introduced herself and shared that the 6<sup>th</sup> annual McKinney Wine and Music Festival will be Saturday, October 15, from noon to 7:00 p.m. at Towne Lake Park. The event hosted 6,500 attendees in 2021, and the goal is to grow the event to 8,500 this year. Festivities include local musicians, wine tastings, VIP tent, grape stomping and shopping with over 100 local small business owners. This year, they will introduce a food pass to showcase fifteen selected McKinney restaurants. Ms. Gonzales shared that the event would donate \$1 from every pass sold to Love Life Foundation and 100% of proceeds from the grape stomping competition to The Warriors Keep. Last year, total donated was \$4,150, and they hope to increase their donation to \$5,000 this year. This annual event promotes McKinney businesses, showcases McKinney as a music and arts destination and attracts visitors to the city. The partnership with MCDC has allowed them to grow this event year after year, and the eventual goal is for the event to stand financially independent. Their marketing plan includes social media influencers, social media ads and press relations. Ms. Gonzales explained that they will be testing a \$10 general admission pass this year, and the area is always fenced in. Different ticket holders will be distinguished with different color bands. She clarified that the 6,500 attendance is cell phone pings not tickets sold. Treasurer Barnes-Tilley



asked for clarification about food versus wine passes. Ms. Gonzales explained that these are two separate passes, but they are considering a combination pass as well. Secretary Kelly and Board Member Brewer suggested the Board consider revising the ticket price requirements for the grant. Ms. Gonzales added that while 6,500 attended the event in 2021, only about 2,000 were ticket holders. President Schneible asked about last year's event being two days, while the proposal for 2022 is a one-day event. Ms. Gonzales stated that they made a conscious decision to focus all efforts on one day, noting that last year's second day had a much lower attendance. She added that the goal would be to consider growing the event back up to two days. Board Member Brewer and Secretary Kelly asked for clarification regarding maximum number of tickets to be sold for 2022. Ms. Gonzales said they would close sales at 8,500 across all ticket categories and have not determined whether that number would be limited per ticket category.

**22-0550** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Adriatica Business Association (PC #22-23) in the amount of \$2,500.00 for the advertising, marketing and promotion of the Fall 2022 events in Adriatica Village. Caroline Perry shared that the Adriatica Business Association is a nonprofit whose goal is to bring awareness to McKinney and to Adriatica Village with membership made up of business owners who share a common interest of promoting the area as a thriving community for family, travel and commerce. This request is for funds to subsidize their marketing efforts for five Fall 2022 events including two wine walks, a charity chili cook-off, pumpkin patch and Christmas in Adriatica. The wine walks offer wine tasting, shopping, dining at local and pop-up shops, live music, free gifts, specials at Adriatica businesses, and an opportunity to stroll through the Croatian-inspired scenery. A portion

of the proceeds goes to local nonprofits, and past recipients have included the Lions Club, Boys and Girls Club, Smiles Charity and Love Life Foundation. Anticipated attendees for each wine walk are 300 or more. The chili cook-off is a family-friendly event benefitting the Love Life Foundation. Festivities include celebrity judges, kids' activities and live music, and expected attendance is about 300. The Adriatica Pumpkin Patch is a free public event to bring traffic to the village. The event features pumpkin painting, petting zoo, face painting, pumpkin patch, specials at restaurants and businesses, and Fall characters for photos. Christmas in Adriatica attracts visitors from all over Texas and features cookie decorating, petting zoo, ornament decorating, s'mores, letters to Santa, face painting, pictures with Santa, live music and train rides. This year's attendance goal is 600, and the event will benefit the Boys and Girls Club and SPCA. Adriatica Village is the most photographed location in McKinney, averaging 500-600 people for photo shoots every weekend. Additionally, a film crew recently flew in from Los Angeles to use Adriatica as a set for a feature-length film that has sparked interest in using McKinney as a backdrop for other Hollywood productions. Their social media channels are very popular with 420,000 views on Tik Tok and about 2,300 followers on Instagram which is growing at a rate of nearly 200 per month. Ms. Perry shared some data regarding the success of their social media efforts. Marketing plans include Instagram, Eventbrite and Facebook. Their \$2,500 request is about 40% of their marketing budget. Vice Chair McGill thanked Ms. Perry for their application and thorough presentation.

**22-0551** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Meals on Wheels in the amount of \$3,000.00 for the advertising, marketing and promotion of the 2022 I Spy McKinney Adventure and Event. Renee

Thornton, joined by Sheila Williams, shared that 2021 was the inaugural *I SPY McKinney*, a road rally/scavenger hunt around McKinney where participants searched for historical clues to showcase McKinney businesses and landmarks. In that first year, they raised \$6,600 for Meals on Wheels. Stops included ManeGait, Adriatica Village, Room One Eleven and Layered, MPAC, Cotton Mill, Collin County Prison, Oak Hollow Golf Course, Dr. Mack Hill Park, McKinney Senior Center, Veterans Memorial Park, Heard Natural Science Museum, Collin County History Museum and the Faires-Bell House at Chestnut Square. The event was sponsored by a dozen local businesses and organizations. Ms. Williamson shared that the 2022 event will be September 17 from 4:00 to 7:00 p.m., and the theme is an Entertainment Expedition. The scavenger hunt will focus on ten entertainment venues, then culminate at Hub 121 for entertainment by Maylee Thomas Band. All proceeds will benefit Meals on Wheels. Their net revenue goals are just over \$20,000 including sponsorships, booth fees, attendee registration fees, raffle and t-shirt sales. Marketing plans include advertising in *Community Impact*, banners, and signage. They are anticipating 150-200 attendees, McKinney residents and visitors from surrounding cities. Vice Chair McGill complimented them on their logo and t-shirts.

Chair Richardson-Woods thanked all the grant presenters for their patience as we worked through technology issues today. She reminded the eleven applicants that the total budget for this cycle is \$101,000, and grants submitted total \$102,525. She thanked each applicant for their contributions to making McKinney the best place to live.

**22-0552** Chair Richardson-Woods called for an update on Low-Income/Affordable Housing Resources in McKinney. Cristel Todd, City of McKinney Affordable Housing Administrator, thanked the Board for the opportunity to share about the various housing resources in McKinney and their

partnership to meet affordable housing needs in the community. Director Roslyn Miller shared that the McKinney Housing Authority (MHA) is a public housing agency created under Local Government Code 392 with a mission to serve housing needs of low to moderate income families. MHA is a City Board governed by six commissioners. Most of their clients are public housing residents. They have a baseline of 355 vouchers and currently have about 51 units on the east side of McKinney in addition to Newsome Homes and Merritt Homes. Because of the limited housing availability in our area, these clients come from a 50-mile radius. Core values for MHA are accountability, compassion, excellence, leadership and service. MHA was one of three organizations in Texas selected to participate in the Department of Housing and Urban Development's Rental Demonstration program to build both Newsome Homes and Merritt Homes, both which were supported by MCDC. Programming at Merritt Homes includes workforce development which provides workforce training and after-school programs. Their Housing Choice Voucher program currently provides up to 355 traditional vouchers, plus 48 mainstream vouchers and five Veterans Administration supportive vouchers. Based on the recent census, they are anticipating an increased number of vouchers next year. Clients include the elderly, families, individuals, persons with disabilities and veterans with incomes ranging from zero to \$49,000, most of whom are on social security or are low-income service workers. MHA does currently have a waitlist. Eligibility categories are family status, income level, citizenship status and eviction history. Clients pay 30% of their adjusted gross income towards their rent, and the remainder is subsidized by the Department of Housing and Urban Development. The State of Texas has a tax credit allocation which was used for both Newsome Homes and Merritt Homes. Newsome Homes added 136 units and Merritt homes added an additional 50 units of affordable housing to McKinney. The three greatest

challenges continue to be the affordability gap, inventory and mentality of bias (NIMBY: Not in my backyard). MHA has achieved the following goals and objectives over the last five years:

1. Increased availability of decent, safe, affordable housing by 662 units through Millennium McKinney (164 units), Post Oak (182 units), Newsome Homes (180 units) and Merritt Homes (136 units);
2. Ensured equal opportunity in housing by partnering with various other organizations including Community of Permanent Supportive Housing, Metro Care Dallas, Life Path Systems, North Central Texas Area Aging, Veterans Administration and the City of McKinney;
3. Enhanced self-sufficiency through educational and training programs;
4. Promoted community quality of life by encouraging Census participation and by partnering with local organizations like AEYL, 25 Project, Community Lifeline, All Community Outreach, GraceToChange and local churches to offer support services, food and education; and
5. Promoted economic viability through education and employment by partnering with Collin College, One Million Moms Off Welfare, Black Chamber of Commerce, Job Corp, Texas Workforce and others.

In addition to providing affordable housing units, MHA brings value to the community and empowers individuals through increased independent living, homeownership, personal confidence, sobriety, financial management and higher incomes. Ms. Miller added that they appreciate their partnership with Habitat for Humanity in assisting people who are ready to transition to homeownership. Chair Richardson-Woods asked about opportunities to collaborate with the other city partners. Ms. Miller

stated that the MHA Board recently approved forming partnerships with developers who are looking for public facility opportunities, who will purchase existing apartment buildings using tax credits and provide housing for those who qualify for affordable housing via vouchers and/or subsidized rent. Additionally, they are working with banking entities and others to establish a foundation that can invest funds in the 75069 zip code to lend support to current residents and next generation family owners, so children who grew up in McKinney can afford to stay here. Vice Chair McGill acknowledged the complexity of this issue and shared that affordable housing is an MCDC priority and that the Board wants to be part of the collaborative solution. Secretary Kelly asked about the waiting list. Ms. Miller shared that the waiting list is about 1,500, and they have not taken applications since 2019 because they don't have the inventory to address the need. She added that the need is much greater than those on the list, and they receive calls and emails daily from those in need. President Schneible asked for clarification about the location of the 51 public housing units. Ms. Miller explained that they have two sites in East McKinney (Throckmorton and Murray at Fitzhugh). The goal is to work with a developer to redevelop these properties just south of the Throckmorton development, which may or may not increase the number of units. Treasurer Barnes-Tilley asked if there is data that reflects a percentage of residents in McKinney who need affordable housing who do not currently have access. Ms. Miller said there is income data available that could be extrapolated to get that percentage, adding that the City's Housing Needs Study prepared by Root Policy Research estimated a need for about 3,700 additional units for households earning less than \$35,000 per year. Currently, the City has about 3,500 units for households earning less than \$35,000 per year. Vice Chair McGill discussed consideration for the number of people who are being priced out of McKinney, potentially creating a worker shortage. Celeste Cox with

Habitat for Humanity thanked the Board for their support in the past. Habitat has two main programs. Home Repair Services gives residents the ability to age in place and includes exterior and interior repairs, accessibility improvements/enhancements, repairs needed for code compliance, and rebuilds. New Home Construction provides zero equivalent mortgages where homeowners are charged 30% of their income. They serve low to medium income families. They receive referrals from MHA, Samaritan Inn and other nonprofits. Since 1992, Collin County Habitat for Humanity has transformed lives through 2,186 home repairs, 903 new homes and 419 international homes. In addition to income qualifications, applicants must invest hours of sweat equity and attend educational classes with the goal of being able to afford, manage and maintain their home. Additionally, they have citizenship requirements, including having lived or worked in Collin County for at least one year. Their main challenges right now are land affordability, land availability, rising construction costs, mortgage regulations, increased appraisal values, sponsors and Restore growth. Habitat is a nonprofit, owner-housing provider, for the Texas Department of Housing Community Affairs, whose "boot strap" program funds a portion of the mortgage up to \$45,000 per home. They also partner with USDA on the 502 program. Additionally, Habitat partners with many agencies including Meals on Wheels. Ms. Cox acknowledged that the housing gap is huge, but each entity is doing the best with what they have in today's climate. Board Member Brewer asked about the impact of the increased appraisal values. Ms. Cox stated that homes are closed on the current appraised value, and their average home appraised value has increased from \$180,000 to \$249,000 in the last twelve months. The homeowner is still only charged 30% of their income, so the dissipating lien increases, which creates a larger burden to subsidize. All homes in their inventory must remain as affordable housing for 99 years. Board Member Riche

asked about the names on the deed, and Ms. Cox stated that the homeowner's name is on the deed, Habitat is the mortgage company, and the homeowner receives any qualified homestead exemption. Additionally, the appraisal district taxes the homeowner at the repayable note value, not the appraised value. Ms. Cox added that some mortgages have a restrictive covenant guaranteeing a maximum increase per year. Board Member Bradford verified that Habitat is working with the City on the Community Land Trust. Chair Richardson-Woods asked if homeowners can make a profit when they sell the home, and Ms. Cox stated that they can when selling on the open market to a qualified buyer if it has the restrictive covenant. Chair Richardson-Woods asked how many undeveloped properties for residential exist in McKinney. Ms. Cox stated the City is no longer allowed to give preference to Habitat on lots as they come available for purchase. Cristel Todd shared that the mission of the Housing and Community Development Department is to utilize public funds to enhance quality of life for McKinney residents by providing for neighborhood services, transit, affordable housing and economic development. Their Housing Rehabilitation Program strives to preserve existing affordable housing by bringing homes up to code through emergency repairs (up to \$5,000), minor repairs (up to \$15,000), full rehabilitation (from \$15,001 to \$40,000) and major projects (over \$40,000). In addition to MCDC, they rely on funding from the McKinney Housing Finance Corporation as well as Community Development Block Grants. Other programs include:

- Property Maintenance Program which focuses on repairs required by code services;
- Tenant Based Rental Assistance which assists families with rent for up to 24 months;



- Homebuyer's Assistance Program for those transitioning from rental to purchase; and
- Mortgage Credit Certificate Program (MCC).

Ms. Todd shared that McKinney Housing Finance Corporation (MHFC) is submitting an application to the Texas Bond Review Board to issue bonds and will be partnering with the Texas Department of Housing and Community Affairs to leverage their My First Texas Home program along with funds from MCC Program. This will allow for an increased income qualifier, allowing those with incomes of \$100,000 to qualify for down payment and closing cost assistance in addition to MCC Program. The MCC is a credit received for the life of the loan. Regarding the Community Land Trust, Council has approved moving forward with the process and a draft application is available. Nonprofits can apply to be a Land Trust partner with the City, and Council will approve all applications. Ms. Todd emphasized that the three groups presenting today are working closely together and partnering on as many projects as possible. The City and the Housing Authority have both issued RFQs for co-development and a Public Facility Corporation (PFC). Deadline to submit is today, so they will be reviewing developer applications for their next partnership project. Ms. Todd shared that their newest development, The Independence, which is located on Collin McKinney Parkway near Highway 75, has 205 units and was fully leased within 60 days. Focus for renters for The Independence was 50%-70% of medium income, and they now have a two-year waitlist. President Schneible asked how McKinney Housing Finance Corporation (MHFC) will be involved with the Community Land Trust. Ms. Todd stated that the preservation study is ongoing, and information on how to move forward will be presented to the Boards once finalized. MHFC could potentially build housing on that land. They are looking for in-fill lots, but they are hard to find. In an effort to identify where MCDC can play a meaningful role, President Schneible

asked if there is currently an ad hoc group that is meeting on a regular basis. Secretary Kelly thanked everyone for sharing information and reminded everyone that low-income housing is an MCDC strategic priority. He suggested creating an MCDC subcommittee to bring partners together to help move things forward and to consider building a synergy among all the organizations involved to create a one-stop information hub. Chair Richardson-Woods suggested that the Board instead consider appointing a liaison to the partner groups and agreed that we need to identify how MCDC can best participate in a solution. Councilman Patrick Cloutier stated that Council understands that there is not much opportunity right now to buy property through a Community Land Trust (CLT), but the market is cyclical and opportunities will arise, and the CLT is a long-term solution. Vice Chair McGill agreed that MCDC should take time to figure out how we can best serve in working towards a solution. Treasurer Barnes-Tilley suggested preparing a summary of what we have, what we need and potential solutions in que.

**22-0553** Chair Richardson-Woods called for consideration/discussion/action on a request from Habitat for Humanity of Collin County to extend the term of the loan agreement executed with McKinney Community Development Corporation for Project #21-13, from June 30, 2022 to September 30, 2022. CEO Celeste Cox shared that approximately \$55,000 remains on this grant, and the reason for this extension request is due to experienced delays in construction and City engineering permitting. Board members unanimously approved a motion by Board Member Brewer, seconded by Treasurer Barnes-Tilley, to approve the extension as requested.

Chair Richardson-Woods called for public comments on matters not on the agenda, and there were none.

Chair Richardson-Woods recessed the meeting into Executive Session at 10:36 a.m. in accordance with the Texas Government Code. Deliberation regarding Economic development matters include Project BlueSky and Project 20-09 (TUPPS Brewery & Entertainment Destination).

Chair Richardson-Woods reconvened the meeting of McKinney Community Development Corporation back into regular session at 10:53 a.m.

Board members unanimously approved a motion by Chair Richardson-Woods, seconded by Board Member Brewer, to approve the deadline extension for Project BlueSky as discussed in Executive Session.

Chair Richardson-Woods called for a motion to adjourn. Board members unanimously approved a motion by Secretary David Kelly, seconded by Board Member Brewer, to adjourn. Chair Richardson-Woods adjourned the meeting at 10:54 a.m.

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

These minutes approved by the MCDC members on: \_\_\_\_\_

\_\_\_\_\_  
ANGELA RICHARDSON-WOODS  
Chair

\_\_\_\_\_  
DAVID KELLY  
Secretary