

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

OCTOBER 24, 2019

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on October 24, 2019 at 8:00 a.m.

Board members Present: Jackie Brewer, Rick Glew, Angela Richardson-Woods, Mary Barnes-Tilley, David Kelly, John Mott, Deborah Bradford.

Absent: Board member Kathryn McGill.

City Council Members Present: Councilman Scott Elliott and Councilman Frederick Frazier.

Staff Present: MCDC President Cindy Schneible; City Manager Paul Grimes; Assistant City Manager Barry Shelton; Director of Parks and Recreation Michael Kowski; Financial Compliance Manager Chance Miller; City Secretary Empress Drane; City Secretary Office Administrative Assistant Blenda Sims; MEDC President Peter Tokar; Visit McKinney Sales Manager Vanesa Rhodes; MPAC/Main Street Director Amy Rosenthal; MPAC Marketing and Development Specialist Jakia Dudley-Faine; and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

19-0886 Board member Jackie Brewer called for Election of MCDC Officers, asking for nominations for MCDC Chairman. Board members unanimously approved a nomination by Board member Glew for Board member Brewer as Board Chairman.

Chairman Brewer called for nominations for MCDC Vice Chairman. Board members unanimously approved a nomination by Chairman Brewer for Board member Glew as Board Vice Chairman.

Chairman Brewer called for nominations for MCDC Secretary. Board member Richardson-Woods nominated Board member Barnes-Tilley, Vice Chairman Glew nominated Board member McGill, and Chairman Brewer nominated Board member Richardson-Woods. Board member

Richardson-Woods declined the nomination. Board members unanimously approved Board member Barnes-Tilley as Board Secretary. Chairman Brewer called for nominations for MCDC Treasurer. Chairman Brewer nominated Board member Richardson-Woods and Vice Chairman Glew nominated Board member McGill. In a 5-2 vote, Board member Richardson-Woods was elected Board Treasurer.

- 19-0887** Chairman Brewer called for an Overview of Chamber Technology for Council and Board Meetings. City Secretary Empress Drane reviewed the Chamber technology concerning management of the meetings and voting operations, emphasizing the purpose of this technology is to ensure proper tracking of meetings and system maintenance necessary for documenting minutes and providing information to the public. Vice Chairman Glew asked for clarification on the difference between a “no” vote and an “abstain.” Ms. Drane explained that a “no” vote means you are against the motion, and an “abstain” means you are choosing not to vote either way on an agenda item.

Chairman Brewer called for Public Comments on agenda items, and there were none.

- 19-0889** Chairman Brewer called for action on the minutes of the McKinney Community Development Corporation meeting of September 26, 2019. Board members unanimously approved a motion by Secretary Barnes-Tilley, seconded by Vice Chairman Glew, to approve the minutes.

- 19-0890** Chairman Brewer called for Board and Liaison updates, and there were none.

City of McKinney. City Manager Paul Grimes welcomed the new MCDC Board members and congratulated officers elected. He reported that on October 15, City Council approved a contract with HR Green to perform a 5G technology study based on eight guiding principles previously

adopted by City Council, including safety and health of the community. HR Green will conduct and report research, present a strategic plan for 5G in McKinney, and prepare 5G development and design standards on existing MEDC land for marketing purposes. He announced that the city received 145 applications from around the country for the open Assistant City Manager position, and they will likely be filling that position and making an announcement around November 6. Mr. Grimes reported that residential permit activity is down a little from previous years. The city is currently at 1,181 compared to 1,921 for the same timeframe last year, and the city is at pace for about 1,600 by the end of the year. Mr. Grimes asked for questions. Board member Kelly asked what would be a reason to not put 5G in a certain area, and Mr. Grimes replied that the market would drive demand. He added that while 5G is national and state policy, the city can set design standards for our communities. He added that there are niche markets that will want 5G, but it's unlikely that the whole city will need that technology in the near future. He stated that the city could potentially take some of the MEDC land holdings and design it as a 5G corporate business park. Board member Kelly asked about the responsibilities of the new Assistant City Manager, and Mr. Grimes commented that the hiring philosophy is to hire the best possible talent then determine how to best distribute responsibilities among the team. Chairman Brewer asked if any businesses currently in the city or businesses that we've marketed to have asked for 5G. Mr. Grimes stated that there are a number of heavy business users that are demanding 5G, and the ability to remove latency is critical. Vice Chairman Glew commented that a phased rollout for 5G makes sense. Secretary Barnes-Tilley asked for clarification on the 5G study timeline, and Mr. Grimes replied that we should see the first set of recommendations from HR Green in the first quarter of 2020.

Visit McKinney. Sales Manager Vanesa Rhodes welcomed the new MCDC Board members. She announced that early ticket sales for NCAA are \$15 for general admission and \$20 for reserved seats if purchased by December 9. Home for the Holidays will be featured in a video loop at a festival in Waxahachie sponsored by Texas Country Reporter Bob Phillips which will reach about 65,000 people. Ms. Rhodes called attention to the MAST map and tour information that was passed out to Board members, which reflects how the Visit McKinney grants are used. The Visit McKinney Board will meet Tuesday, October 29, and grant applicants will present at that meeting. Ms. Rhodes stated that Visit McKinney has been setting up special website landing pages. One example is the Turlaxin' Tournament webpage which provides links to things to do in McKinney as well as links to hotels that have special offers for tournament attendees. Ms. Rhodes announced that Visit McKinney Marketing Manager Beth Shumate is working with the governor's office, along with Mayor Fuller and his wife, to designate McKinney as a Texas music-friendly City. Ms. Rhodes credited Ms. Shumate for a revised format of the Visit McKinney Weekend Update. She announced that *Community Impact* published a great article that explains how McKinney will begin collecting hotel tax dollars from Airbnb rentals. Ms. Rhodes added that she attended a conference in Green Bay which resulted in 13-14 RFPs for potential business to McKinney. Chairman Brewer commented on the great format and information regarding social media in their report. Vice Chairman Glew commented that the MAST tour is a great opportunity to visit artists in their studios and see unique work being created here in McKinney.

McKinney Economic Development Corporation. President Peter Tokar stated that while FY 2019 was a transitional year with rebranding and rebuilding, the year was still the best year for project activity in the last few years. MEDC has seen over \$115 million in project activity confirmed

and announced with just under 1,000 new jobs. The new website *uniquemckinney.com* was officially launched on October 1 and is generating good organic traffic. The MEDC has had some staff turnover but is in the process of bringing on new staff to keep the team moving forward. Mr. Tokar reiterated that the MEDC is aggressively going after new technology infrastructure, and the MEDC staff now has an Economic Development Technology and Infrastructure Specialist who serves on the city's 5G committee. He stated that much of the new technology is not just for mobile/cellular service, but that it is a crucial component to smart city applications. Examples of benefits to the city could include smart traffic lights, increased public safety, and parks' waste pick-up scheduling through sensors on garbage cans, all applications that will enhance quality of life and improve city services. MEDC and City team members will be attending the Smart Cities World Congress in November to learn more about next generation technology that could enhance the city's quality of life and functionality. Mr. Tokar reported that they just recently completed the Governor's Mission to Japan, where they met with companies who have recently made large investments in Texas including Hitachi, Toyota and Tokyo Electron as well as met with additional potential investors. Mr. Tokar asked for questions, and Vice Chairman Glew asked for an update on the technology incubator facility. Mr. Tokar stated that the MEDC did help with the build out of Tech Culture of McKinney. It is a private venture and has significant leasing activity, including an 8,500 square foot project that the MEDC has secured on behalf of a new tenant. There is still space in the building, but it is filling quickly and there are already discussions regarding expansion. Secretary Barnes-Tilley asked about how many delegates attended the Governor's Mission, and Mr. Tokar stated that there were 32 from across the state. Board member Bradford asked how the delegates were selected, and Mr. Tokar stated there was an application

and selection process. He explained that these types of missions are different than specific trade missions where they meet with as many organizations as possible like the Taiwan mission that he and Abby Lui participated in last July. Treasurer Richardson-Woods asked if there was a way to measure the return on these trips. Mr. Tokar stated that for this trip, the Texas EDC will create a contact list for follow-up calls. Mr. Tokar added that while they were visiting with Hitachi, he learned that Hitachi is currently working with Dallas and Midland on smart cities applications, and Mr. Tokar will be meeting with Hitachi during the Smart Cities World Congress regarding potential solutions for McKinney.

McKinney Main Street/MPAC. Director Amy Rosenthal thanked the Board for their support of McKinney Oktoberfest which was a record setting year with more than 65,000 visitors to Historic Downtown McKinney. She invited the Board to the Nobunto Zimbabwe music concert this weekend. The Celt recently received an international award and will be celebrating next Wednesday at 5:00 p.m. with a Mayoral Proclamation. The community Christmas tree campaign is now underway. The neon signs, partially funded through an MCDC grant, are in production and should be up for Home for the Holidays. On November 14, MPAC will host a sold out concert of U.S. Army Jazz Ambassadors. Secretary Barnes-Tilley asked for additional information regarding the Oktoberfest attendance, and Ms. Rosenthal stated that the number was provided from an analysis provided by the Retail Coach. While 65,000 phones were tracked, those numbers don't account for attendees without phones or those who have location services turned off so include approximately 80% of attendees. She added that one of the goals of the big events is for visitors to come back at a later date to shop and dine. Vice Chairman Glew offered congratulations for the success of Oktoberfest stating that the event was outstanding and that he spoke with store owners who were excited about the attendance and even

spoke with visiting Germans who commented that the event felt authentic. Ms. Rosenthal stated that Oktoberfest is the one event that helps sustain other programming throughout the year, and it takes many volunteers.

McKinney Parks and Recreation. Director of Parks and Recreation Michael Kowski congratulated and welcomed all the new Board members. Mr. Kowski announced that the Parks Department has had two great park openings in the past month. Fitzhugh Park was completely renovated with new playground equipment, water fountains, benches and pavilion, and the basketball court was refreshed by Nancy Lieberman's charity. He added that the grand re-opening was well attended and Nancy Lieberman spoke at the event. A second grand opening was George Webb Park located near Scott Elementary. A highlight of this opening event was hearing George Webb's family speak. He added that the mission of the Parks team is to have events like these each month. The Recreation team is ready for Halloween season which will kick off with the Trick or Treat March, a parade of about 100 costumed preschoolers, on October 25 at 9:00 a.m. at the Senior Center. The Pumpkin Dunk at Apex is this Saturday from 9:00 a.m. to noon. Saturday is also the Trick or Treat Trail at Towne Lake Park where businesses and organizations set up along the lake trail and pass out candy and goodies. The event starts at 4:30 p.m., with an outdoor showing of "Hocus Pocus" starting at dusk at the Community Center. Mr. Kowski introduced a possible MCDC partnership opportunity to build a Fitness Court system. Mr. Kowski stated that Parks has received a grant to help with the first court and proposed that the first court feature MCDC and its sponsorship for the project by allocating about \$130,000 from the umbrella fund for installation and signage. The first court would likely be at Bonnie Wenk Park, but the goal would be to have ten fitness courts in various parks throughout McKinney. Treasurer Richardson-Woods

asked what generated the interest in the concept. Mr. Kowski stated that they have received requests often for outdoor fitness equipment. Those requests plus the possibility to concentrate the many early morning workout groups are the main reasons for investigating this idea. Vice Chairman Glew asked about the durability of the materials, and Mr. Kowski replied that the sport court is similar to the Nancy Lieberman court just installed and that the equipment is metal and plastic with enclosed bearings. Secretary Barnes-Tilley asked if there were instructions and warnings posted to prevent injuries, and Mr. Kowski confirmed that there were warnings. He added that there's an app associated with the fitness courts to track progress and provide instruction on how to use the equipment safely. Secretary Barnes-Tilley and Chairman Brewer expressed that they would like to see a full presentation. Treasurer Richardson-Woods asked if these were already installed in other cities, and Mr. Kowski stated that many cities have these Fitness Courts, and his presentation will include a map of the courts already installed. Vice Chairman Glew reiterated his concern with the durability over many years. Mr. Kowski replied that there is a maintenance manual that comes with each, but that the plan is to start with one and test that durability. Board member Kelly added that he would like to hear more about the safety and liability issues in the presentation. Secretary Barnes-Tilley inquired about how the city would address groups who make money on fitness camps using the equipment. Mr. Kowski stated that those groups are already using our parks equipment, so this would present a different option for groups and individuals working out in the parks. Vice Chairman Glew suggested that there may be some branding opportunities for some of those group camps, and Mr. Kowski stated that he would welcome their sponsorships. Chairman Brewer complimented Mr. Kowski and the Parks Department on the great opening event for George Webb Park.

Mr. Kowski added that they have begun putting more narrative boards about the history of the namesake individual including videos from family members, and they are going back and doing this for existing parks. Mr. Kowski added that the annual Trolley Tour of parks is November 2 with a theme of neighborhood park renovations. The goal is to establish a plan to renovate five or six neighborhood parks that are 25 or more years old over the next eighteen months. He invited MCDC Board members to join on the trolley tour. Vice Chairman Glew encouraged members to attend because it is a very educational morning.

19-0891 Chairman Brewer called for the Financial Report. Chance Miller, Finance Compliance Manager, stated that the September revenues were \$1.3 million with expenses of \$600,000, increasing the overall net position of \$734,000. He stated that year-to-date sales tax collections are up by 4.5% over last year, which is in line with the budget. Mr. Miller asked for questions. Board member Kelly asked if there were any outliers or concerning trends in these reports. Mr. Miller stated that there are really no outliers, and the sales tax is on target. He noted that there is a large amount remaining in the project budget, but finance has no concerns with the MCDC budgets or reports. Chairman Brewer called for questions and comments on the Checks Issued report, and there were none.

19-0892 Chairman Brewer called for the President's Report. President Schneible directed the Board to the reports attached to the agenda and specifically called attention to Summary of FY19 Grants, the social media metrics report and the monthly report that shows how MCDC is promoting the events funded by MCDC. She stated that the first promotional grants cycle for FY20 will open November 1 and close November 29, so notice will go out this week, and presentations will be at the December Board meeting. The first cycle for Project Grant applications opens December 1 and closes December 30, and presentations will be at the January

Board meeting. Ms. Schneible added that the MCDC Quality of Life Award nomination period will open in November and close December 30, with award presentations at the McKinney Chamber's Community Awards event in February. She explained that MCDC seeks nominations for individuals and organizations who have made significant contributions to enhance the quality of life in McKinney. Ms. Schneible reminded the Board that the Chestnut Square Ghost Walk is this weekend and the Turlaxin' Tournament is over three weekends in October and November, both funded with Promotional and Community Events grants. She added that Vanesa Rhodes informed her that the McKinney Arts and Studio Tour is November 9-10. Ms. Schneible shared with the Board the status of the corporate identity update and stated that roll-out of the rebranding will begin at the November 7 State of the City lunch, hosted by the McKinney Chamber. Ads that will be placed in *Community Impact News* and the *Chamber Relocation Guide* are attached to the agenda. She added that a presentation will be made at the November downtown merchants business meeting, and materials including the "Spend it here. Keep it here." window clings will be available in time for Home for the Holidays. Ms. Schneible asked for questions and comments. Chairman Brewer stated that in FY19, MCDC awarded sixteen promotional grants, eleven project grants and one retail development grant. Secretary Barnes-Tilley acknowledged the impressive increase in impressions on social media.

19-0888 Training on Type B Corporate Requirements: Type B Permissible Projects and Related Issues. President Schneible introduced Jeff Moore, counsel and partner with Brown and Hofmeister. Mr. Moore's training included a review of eligibility requirements under state law, public hearing requirements, requirements for performance agreements, administration of Type B sales taxes, City Council role in oversight of

Type B sales tax expenditures, requirements for MCDC board, open meetings regulations and Public Information Act, corporation requirements, permissible projects and project approval. Chairman Brewer thanked Mr. Moore for his presentation. Mr. Moore asked for questions, and there were none.

19-0893 Chairman Brewer called Rosalyn Miller, Executive Director of the McKinney Housing Authority, for an update on MCDC Project #17-07, Rehabilitation, Reconstruction and Expansion of Merritt McGowan Manor. Ms. Miller stated that they are excited for the Board to attend the grand opening of Merritt McGowan Manor Apartments, because she knows the Board will be pleased with the outcome of this project. Ms. Miller presented before, during and after photos. She thanked the MCDC and the City of McKinney and stated that the history of this project will tell a new story of collaboration to provide affordable housing in McKinney. Abatement and demolition began in November 2018, and the rebuild started with an empty slate. She added that part of the MCDC grant funds were used to repurpose an old warehouse for a new office for the Housing Authority located at 603 N. Tennessee. The new Merritt McGowan Manor is able to serve fifty additional families, and they are beginning to move residents back in during October. The leasing office of the complex includes a new workforce and technology center for residents, and they are working with MISD and area churches to bring educational opportunities including STEM training to the residents. Ms. Miller showed photos of a completed apartment and an aerial view of the entire complex. Ms. Miller announced that the Grand Opening ceremony will be January 22, 2020 at 11:00 a.m., and she invited and encouraged the Board to attend. Ms. Miller asked for questions. Treasurer Richardson-Woods praised Ms. Miller for her vision, leadership, commitment and compassion for improving that area for McKinney and

our residents. Vice Chairman Glew thanked her for her compassion and also for the efficiency of completing this project in just under a year. Board member Kelly asked about the rent, and Ms. Miller stated that it is a tiered rent program where no one can make more than 60% of the area median income and the most expensive rent is about \$1100-\$1200 for a three-bedroom. Chairman Brewer thanked Ms. Miller for the update and added that the Board is excited to see the complex.

19-0894 Chairman Brewer called for consideration/discussion/action on a request submitted by The Heritage Guild of Collin County to extend the term on the Performance Agreement for Project #18-18, \$75,000 for signage and fencing at Chestnut Square, to November 30, 2019. Vice Chairman Glew recused himself from the discussion and vote on this agenda item. Jaymie Pedigo, Executive Director of The Heritage Guild, invited the Board to be their guests at the Ghost Walk this weekend. Ms. Pedigo acknowledged Linda Jones for the increase in social media presence, and stated that Chestnut Square has seen an increase in visitors to their site because of MCDC's promotion of their events. Ms. Pedigo requested two additional months to complete the work on Project Grant #18-18. She cited several unexpected delays including four months to get a land survey after learning the one the Historical Society had was not up to date; the discovery of a property encroachment and abandonment process; and three months to get signage permits. Ms. Pedigo stated that the signs and most of the fencing have been installed, and she anticipates the full project will be complete by November 15. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member Mott, to extend the term of agreement to November 30, 2019 as requested. Ms. Pedigo thanked the Board and invited members to a celebration event on November 15. Vice

Chairman Glew returned to the dais after the discussion and vote on this item.

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

Chairman Brewer called for Board member comments. Secretary Barnes-Tilley welcomed the new Board members.

Chairman Brewer recessed the meeting to Executive Session at 9:34 a.m. in accordance with the Texas Government Code, and announced that no action would be taken following Executive Session. Items to be discussed under Section 551.072 regarding real property and Section 551.087 regarding economic development matters are Project Frost and Project FPS.

Chairman Brewer reconvened the meeting of the McKinney Community Development Corporation back into regular session at 10:46 a.m.

Chairman Brewer called for a motion to adjourn. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Vice Chairman Glew, to adjourn.

Chairman Brewer adjourned the meeting at 10:47 a.m.

MARY BARNES-TILLEY
Secretary