



5-19-15

MEDC President's Report:

Ladies and Gentlemen, the following is a brief outline of operational issues that are on my radar screen and in the process of being addressed. Again, this is a brief bullet pointed listing and I will be more than happy to answer any questions or go into further detail.

Communication:

- You should all be getting weekly updates from me via email. If you are not, please let me know.
- Interim City Manager Muehlenbeck and I continue to have weekly meetings first thing each Friday morning schedule permitting. We are also working closely together on pushing the Gateway development project forward. Additionally, Mr. Muehlenbeck is being included in project meetings as appropriate and necessary and upon his availability. I am updating him on meetings that he does not attend.
- MCDC Executive Director Schneible and I continue to meet regularly to stay up to date on operational issues as well as ways we can best leverage one another.
- MEDC is having weekly staff meetings to ensure that staff has what they need to succeed and that we remain focused as a TEAM.
- MEDC's Cayti Stein is participating regularly in the Joint Marketing Meeting with Coco Good and other stakeholder organizations.
- I continue to attend City Council Meetings when in town as well as MCDC Board Meetings, Airport Board Meetings, and McKinney Alliance Board Meetings.

Staffing:

- **Admin:** Cindy Schneible continues to work through the process of hiring an Admin position for the MCDC to replace Deb Hass. She is bringing in Mona Robinson from time to time to assist Sheri.
- **Director of Operations:** This agenda item was taken off of our last board meeting by Assistant City Manager Daake due to a misunderstanding. I assume with the recent development with my PIP that the board would rather delay this hiring?
- **Cayti Stein:** We are also in the process of re-defining Cayti Steins Position on staff with the intent of leaning more heavily on the City of McKinney's internal Marketing / Communications Dept. (although Cayti will remain the primary liaison) as well as divesting from the McKinney National Airport marketing efforts manpower wise. We will focus Cayti on more concentrated efforts with DFW area brokers and north Texas Associations that can generate leads etc.

5900 S. Lake Forest Dr. Suite 110
McKinney, TX. 75070

O: 972-547-7651
F: 972-542-0926
Toll Free: 800-839-6259

Operational:

- **Board Meetings:** We have an action item on going to paperless board meetings (open session). We can project the agenda on the overhead and are having IT price tablets for board members and liaisons.
- **CRM:** Salesforce is up and running and staff is working hard on catching up on data entry. I just received access and will go through training to get integrated into it myself. I am also happy to provide copy of my monthly calendar to the board.

Recent Travel:

I have recently attended two marketing opportunities.

IAMC

The Industrial Asset Management Council (IAMC) conference was in Palm Desert, California. I think this is the single most beneficial association we participate in as it is comprised of 1/3 end user company corporate real estate executives (mostly fortune 500), 1/3 consultants and service providers (site selectors), and 1/3 Economic Developers. There are 633 international members of IAMC.

Additionally, IAMC allows for 2 economic developers to serve on their Board of Directors out of the international group of country, state and local ED organizations. I was asked if I was interested in being one of the two ED Board members at this conference. I may or may not end up on the board, but it was an honor to be asked. If elected, I would be replacing the Commerce Dept.'s Director of Economic Development for North Dakota.

Team Texas

Team Texas hosted a VIP event in the Jacksonville, Florida area at the Tournament Players Championship. There were 11 EDC's from around the state as well as the statewide director from Oncor Electric (that brought us project Ernst) and the Executive Director of Team Texas. Additionally, joining us were a variety of corporate guests and Site Selectors including Mike Bennett (who brought Toyota to Plano and has promised to keep us on his short list for future North Texas projects) as my guest, Tim Feemster, and Bob Goforth, as well as Lockheed Martin (who has considered a project in McKinney, Gulfstream (who is considering McKinney, and several other corporations including McCormick and the Haskell Company and some of their clients) Due to our sponsorship of Team Texas, this event cost travel only as all other costs were absorbed by Team Texas. This was the first time we did this event and it was somewhat organized on short notice so if Team Texas renews, we will have a year to make it even more successful. It was great for us, but not as great for some of the other EDC's.

As a reminder, I went out a few days early with my wife taking two vacation days and am paying for that on my own dime, only expensing the event.

Upcoming and ETC. FYI:

- TEDC Conference June 3-5 (I am required to attend, if possible, as Chair of Team Texas.
- MD&M trade show with Oncor Electric in New York June 9-12. This is a Medical Device Manufacturing Show with various Texas Communities sharing Oncor's booth. This is obviously one of our target markets.
- FYI – Although operating policy includes up to two one-year terms as Chair of Team Texas, I have been asked to consider a third year since we have completely reinvented the organization over the past year. Team Texas has hired a full time executive Director and due to her hard work has gone from a 55 member \$165,000.00 per year marketing organization with 4 annual marketing functions to a 110 member \$800,000.00 per year marketing organization with approximately 20 marketing opportunities. I have not decided if I will allow them to re-nominate me.