

McKinney Community Development Corporation  
Committee Meeting to Discuss a Buy Local Initiative  
February 20, 2014

Members of the subcommittee assigned to discuss and develop a plan for a “Buy Local” campaign designed to educate McKinney residents about the impact of their buying decisions and the sales tax revenue generated through local purchases that directly supports the community met on February 20, 2014 at 7:30 a.m. Subcommittee members present included George Fuller, Kurt Kuehn and David Myers. Also present were MCDC Executive Director Cindy Schneible, Marketing Director Cayti Stein and Mike Mayberry of Kharmik Advertising and Design.

The subcommittee members, Mr. Mayberry and staff members discussed potential elements of the prospective campaign.

Mr. Mayberry will submit a proposal for developing strategy, design, messaging and execution for subcommittee review.

Future meetings will be scheduled for planning purposes and making recommendations to the board.

The subcommittee concluded the meeting at 8:40 a.m.