



12-10-13

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:

- City Manager Gray and I continue weekly meetings.
- MCDC Executive Director Schneible continue to have regular meetings 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 Huston is participating regularly in the Joint Marketing Meeting with Coco Good and other stakeholder organizations.
- I continue to attend all City Council Meetings when in town as well as MCDC Board Meetings, Airport Board Meetings, and McKinney Alliance Board Meetings.

Staffing:

- The board approved two additional staff positions for the 2013-2014 budget year. These additions will bring the MEDC Staff to Four. As you know, for efficiency sake, we current share two employees with the CDC including Connie Gibson who is on the MCDC payroll and Cayti Stein who is on the MEDC payroll and both work for both corporations. The comptroller position will also be shared and the employee cost will be shared as well. See attached staff breakdown.
 - The comptroller type of position will handle all financial management, City's internal systems, required state reporting, agreement audits etc. City of McKinney Finance Department has agreed to share the cost via reduction in non-departmental transfer. This position will be shared with MCDC.

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- This position has not had a candidate identified and had not been posted as of yet.
- **A trained Economic Developer to work projects at a Director level.**
 - Chad Walker, Currently with LEDC (Lubbock Economic Development Corporation) will be joining the MEDC starting January 2014. Chad brings a broad background and new dimension to the staff and will be filling the role of “Director of Business Development”.

Existing Staff Updates: Two current Staff members have new titles.

- Abby Liu is now Executive Vice President
- Cayti Huston is now Director of Marketing and Research.

Office:

- AT&T and C-Beyond transitioning our phone numbers has been a huge pain and a delay in finalizing our transition. We finally expect this to take place next week which will complete our transition to the City of McKinney I.T.
- We are still working with IT on purchasing, designing and implementing a CRM system. I apologize for the time it is taking to get this done.

Operational:

- **GATEWAY:** We are pursuing a P3 with a master developer for the remainder of gateway (50+ acres). Both City Manager Gray and I are vetting through who that master developer will be as well as what we want the structure to look like. We plan to call a joint meeting of the MEDC Board and City Council in mid January to see presentations from the finalist Master Developers and allow both council and the MEDC board to ask questions and give input to both. I will then ask each presenting group to provide a specific proposal to us on approach, financial structure, etc. so that we can make an educated decision on best path forward for the City.
- **Incubator:** This continues to take off! We continue to see a lot of interest in additional space aside from the Collide Center.

Marketing:

- **DCI:** We continue to schedule both recruiting missions and a local allies event for next year with DCI. We have already done missions to New York, California with

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them and are looking at DC – Atlanta, New York, Chicago, and Europe for the next year.

- **MEDC Monthly Newsletter** – Cayti Huston has started the distribution of our monthly e' newsletter. This monthly newsletter will always have a couple key indicators with a comparison to previous year same month (Sales Tax income and Unemployment) as well as other brief MEDC updates and info. from the City (primarily Building Services) to assist with communicating important information.
- **P.R. Consultant:** David Margulies is fully integrated into the airport project as well as Gateway and other community PR stories and has helped raise the profile of some of our recent news for us including: airport acquisition, airport and FBO name changes, Collide Center and Shark tank, and the Gateway hotel re-start and Sheraton commitment.
- MEDC Video: Done.
- We continue to look at and refine our marketing peripherals, office appearance as mentioned above, promotional giveaways, identity wear, and marketing opportunities.
- E.V.P. Liu and I are in the planning stages to coordinate 2014 travel / marketing efforts between her, myself, and Chad Walker who is joining the staff. WE will be covering a wide variety of marketing efforts including: Texas One, Team Texas, IAMC, CORENET, NBAA and assorted trade mission opportunities and tradeshow. We continue to plan for substantial "out-of market" time in the coming budget year.

Mission / Vision Statement: We feel like we need to re-address the organizations Mission and Vision statements, shorten it into one or two sentences and put it into action in our process and visually...

MEDC Mission and Vision:

Current Mission: "The MEDC will work to create an environment in which community-oriented businesses can thrive. We will do this by identifying, coordinating, and realizing high-impact opportunities that promote job and Wage growth as well as a diversified and expanding tax base.

Current Vision: "?"

Updates to consider:

- **: Vision "To Develop McKinney as America's Premier Community for Ours and Future Generations"**
- **Mission" The MEDC will work to Develop McKinney as America's Premier Self Sustaining Community by: working to create a predictable, Pro-Business environment in partnership with our economic development stakeholders, Supporting existing businesses, Creating quality jobs for our citizenry and working to build a stronger and more diversified economy by adding quality domestic and international corporate partners."...**

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