



5-21-13

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 and I have started to have weekly 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, City Manager's Office, MCDC, MCVB and the Chamber are having ongoing meetings to coordinate the most efficient and effective implementation of the previously completed TIP Strategies Strategic Plan to the extent that we feel is appropriate.
- MEDC's Cayti Huston is participating regularly in the Joint Marketing Meeting with Coco Good and other stakeholder organizations.

Staffing:

- We are excited about having Cayti Huston on staff filling a significant need. There may be further staff additions requested of the board for our next budget year (1-2)
- Connie Gibson as you know is supporting both organizations and has transitioned to the front desk so that she can greet guests and put a more professional image of the organizations at our main entrance.

Office:

- The internet connection has been pulled to the suite (10 Mb) and we are currently in the process of transitioning to the City of McKinney IT services which will include new phones with video conferencing that are integrated into our desktops, City hardware, and most importantly integration into the City system operationally giving us access to all HR, Payroll, Building Services, CRM when installed, etc.. MEDC will no longer be filling out paper time sheets and faxing them in every other week (no, I'm not kidding about that).

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Additionally, upon completion of installation, MEDC will have an approximate buy-out of C-Beyond Contract of \$7,000.00. However, the City is being a great partner in this and not charging us any start-up cost (\$15K in equipment and installation) or for any recurring services until the next budget year to help off-set our buy-out.

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Operational:

- Now that the elections are behind us I will be finalizing a new incentive structure and policy to present to this board as well as council. I will additionally approach the County and College to request their participation in a mirroring program.

Marketing:

- **“Center for Innovation”** - MEDC has become the only Collin County member of the “Center for Innovation” which is a cooperative partnership between the Arlington Chamber of Commerce, Multiple Federal Agencies including over 250 national research laboratories, several Higher Education Institutions, and a number of Prestigious national and international companies including Raytheon, Lockheed Martin, L-3, BASF, and Siemens. Councilwoman Kever facilitated an initial meeting with the Center and we felt it was well worth the \$25,000.00 investment to leverage their partnerships and various consortia. For instance they are starting a Healthcare Consortium that we will invite Collin College and local healthcare related Partners to participate in, they have an Aerospace and Aviation Consortium that we are hooking MISD’s Aviation program up with as well as leveraging the partners for possible airport development, and a TechCom Consortium that we will use for our Emerging Tech program to help Vet ideas, use their assets to assist with taking to market and try to bring more visibility to our Emerging Tech Program.  
We are excited about this partnership and thank Councilwoman Kever for putting us together.
- **P.R. Consultant:** We are interviewing a P.R. firm to assist us with telling the McKinney Story to both local’s and out of market entities and essentially keep us in the news on positive items. They will also assist as needed with any “challenging situations”.
- We are kicked off our DCI contract April 3-5 with a community immersion tour for the DCI staff. They are working on setting up a Mission to Southern California as well as setting up some additional meeting for me while I am in New York with the Governor’s Office on a State Trade Mission.
- We are in the Process, with Coco’s Group, of having an Economic Development focused Video shot for our purposes (website, marketing materials etc.) as well as the shooting of approximately 20 short video testimonials that we can

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interchange within our 3-5 minute video as well as post individually on our website and use for targeted marketing opportunities.

- We continue to look at and refine our marketing peripherals, office appearance as mentioned above, promotional giveaways, identity wear, and marketing opportunities.
- Vice President Liu and I will be coordinating travel schedules for marketing purposes with a plan to cover: Texas One, Team Texas, IAMC, and assorted trade mission opportunities and tradeshows. John Valencia will also make possible travel in regards to training and the technology sector he is focused on as needed.
- In short, my plan is for staff in general to be “out-of market” substantially more than I think we have been in the past “Without leaving the office unmanned”.
- 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...

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 Community by: working to create a predictable, Pro-Business environment with our economic development stakeholders, Supporting existing businesses to assist them in achieving success, growth and expansion, and working to build a stronger and more diversified economy by adding quality domestic and international corporate partners who create high quality jobs for our citizens and tax base for our community”...**

### **20<sup>th</sup> Anniversary:**

May 10<sup>th</sup> was our organizations 20<sup>th</sup> anniversary!! We are planning several events during the year to tie into this:

- We plan to execute 3 elements of this program which are: reception for locals, Allies Day to include State Offices (Gov. Economic Dev., TXDOT Aviation division, Oncor Electric, Site Selectors etc.), Industry Appreciation Event to recognize our existing industry and thank them for their contribution to our community as major employers and tax base providers...

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