

**McKinney Community Development Corporation
Meeting of the Marketing Committee
August 23, 2021**

The McKinney Community Development Corporation Marketing Committee met at 5:00 p.m. on August 23, 2021 at MCDC offices located at 5900 South Lake Forest Drive, Suite 110, McKinney.

MCDC board members present: Secretary Mary Barnes-Tilley, Board member Kathryn McGill and Board alternate Deborah Bradford.

Staff present: President Cindy Schneible and Administrative and Marketing Coordinator Linda Jones.

The Marketing Committee met to discuss the possibility of establishing standards for permanent and temporary signage recognizing MCDC for contributions to projects. Discussion was centered around the following:

- MCDC recognition required for Promotional and Community Events Grants;
- MCDC recognition currently being included for Parks project construction site signage and on the Parks website;
- Potential use of banners/kiosks for Parks projects;
- Potentially adding onsite signage during construction for Project Grants and for Retail Development Infrastructure Grants; and
- Potential permanent signage for some projects.

Generally, the committee agreed that the goal of signage should be to communicate the BUY MCKINNEY/IT'S MY MCKINNEY messaging to emphasize/educate residents and visitors of the types of projects made possible through MCDC's investment of local sales tax dollars, generated through dining and shopping in McKinney, into community projects. The committee plans to further discuss, define and recommend standards to the Board at a later date.

The committee meeting was adjourned at approximately 6:10 p.m.

Jackie Brewer, Chairman

Mary Barnes-Tilley, Secretary