

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

APRIL 23, 2015

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on April 23, 2015 at 8:00 a.m.

Board members Present: Chairman Scott Elliott, Vice Chairman Kurt Kuehn, Secretary/Treasurer Colleen Smith, David Clarke, David Myers, Hamilton Doak, Michelle Gamble. Also in attendance: Alternate Board member Rick Glew.

Staff Present: President Cindy Schneible; Marketing Director Cayti Stein; Interim City Manager Tom Muehlenbeck; Financial Analyst Trevor Minyard; Parks and Recreation Director Rhoda Savage; Assistant Director of Parks and Recreation Ryan Mullins; MCVB Tourism Services/Sales Representative Vanessa Baggett; Facilities Construction Manager Patricia Jackson; and Administrative Assistant Sheri Van Slycke.

There were 6 guests present.

Chairman Elliott called the meeting to order at 8:02 a.m. after determining a quorum was present.

15-381 Minutes of the McKinney Community Development Corporation Meeting of March 26, 2015. Board members unanimously approved the motion by Vice Chairman Kurt Kuehn, seconded by Board member David Clarke, to approve the Minutes of the McKinney Community Development Corporation Meeting of March 26, 2015.

15-382 March Financial Report
Financial Analyst Trevor Minyard reported that the bond proceeds had been received. Mr. Minyard stated that the fiscal year is currently 50% complete, and the revenue from sales tax collection is at 55% which shows the trend is ahead of budget. Operational expenses are at 38.2% at the half way point in the budget year. Mr. Minyard stated that with the Board's approval the Finance Department will present a summary version of operating expenses in the upcoming months. Mr. Minyard stated that there was significant activity in the Airport Transient Hangar and Aquatic

Center line item accounts for projects with construction kick-offs in March. The City, as a whole, is trending with higher sales tax revenues compared to the same time in 2014.

15-386 McKinney Aquatic and Fitness Center: Dwayne Brinkley with Brinkley Sergeant Wiginton Architects provided the Board with a PowerPoint presentation with an update on the progress of the McKinney Aquatic and Fitness Center and anticipated schedule for filing of construction documents, preparation of a guaranteed maximum price and groundbreaking for construction.

15-389 Chairman Elliott called for a Public Hearing to Consider/Discuss/Act on the MCDC FY 15-16 Draft Budget. President Schneible indicated the draft budget was submitted to Finance and it is likely there will be changes to the draft budget prior to the time the Board is asked to approve a final version of the FY 15-16 budget. A couple of line items are included in the budget this year that had not been reflected in the budget in previous years. These include \$1.8 million for Debt Service and \$200,000 for funding start-up operations for the Aquatics and Fitness Center. The draft budget also includes a renewal expense for The Retail Coach, pending the City's decision to continue their services. Ms. Schneible stated there are items included in the budget that are set by the City that includes an Administrative Fee currently budgeted at \$100,000 and an Information Services Fee currently budgeted at \$8,904. The Advertising line item shows an increase of \$20,000 as directed by the board to allow additional event sponsorship. That line item also includes funding for creation and production of print ads and other marketing materials, and placement of print ads. Chairman Elliott called for public comments and there were none. Board members unanimously approved the motion by Board member Kurt Kuehn, seconded by Board member Colleen Smith, to close the public hearing and approve the 2015-2016 draft budget.

15-383 Chairman Elliott called for the Board and Liaison Updates

Chamber of Commerce – President Schneible mentioned the Chamber of Commerce and McKinney Magazine are hosting a reception in the Ballroom of the Grand Hotel to present the winners of the annual Photography contest tonight.

City of McKinney – Mr. Muehlenbeck stated the new Police Chief, Greg Conley, started on April 13th, and he has hit the ground running. The Executive Bond Referendum Committee held their initial meeting and the full committee will have their first meeting on May 7th. The goal is to have a full report to City Council no later than May 18th. Council has already vetted all the projects. The meeting on May 7th will provide an opportunity to educate committee members about the projects and give them the opportunity to challenge each of the projects for viability from their perspective.

Main Street & MPAC – On behalf of Amy Rosenthal, Ms. Schneible stated MPAC had over 150 artists from across Texas enter the Juried Art Competition and Exhibition. The exhibit is on display through Saturday, April 25th. At the show, the winning piece for MPAC's permanent collection was announced and awarded \$3,000.00 in cash prizes. MPAC is well into the planning for the annual Bike the Bricks event. Ms. Rosenthal extended thanks to MCDC for their support with a special thank you to Rick Glew, for his volunteer efforts and essential support at Arts in Bloom.

McKinney Convention and Visitors Bureau – Ms. Baggett stated the MCVB was contacted by individuals from more than six different countries and 26 different states during the month of March. MCVB assisted in booking 264 hotel night rooms with revenue of \$31,581.00. Ms. Guerra recently made corporate/association calls in Austin and received several RFP's for response. The City of McKinney posted the

Sheraton Grand Opening on Facebook and received 2,000 hits as a result, along with publicity for the event. MCVB is promoting Bike the Bricks in May and the Chicken Coop Tour being held this weekend.

McKinney Economic Development Corporation – Ms. Stein stated that ROI, the company hired to provide lead generation, provided an outstanding presentation regarding their services and process used to identify business recruitment prospects to MEDC board members at the meeting held earlier this week. Special thanks to Chairman Elliott and President Schneible for providing a well-rounded overview about McKinney for the ROI representatives during the familiarization trip to McKinney.

Parks and Recreation – Ms. Savage stated there were five interviews conducted of firms that responded to the RFQ for the Parks Master Plan update. The city-wide Comprehensive Plan request for proposals opens today. Comegys and Wilson Creek Trails are under contract and will be starting work with the same firm for both projects. Parks and Rec staff will be meeting with the NTTA today to coordinate plans for the Rowlett Creek connector to the City of Allen. Ms. Savage stated that the City will be opening bids today for the Community Center expansion. The Finch Park Pavilion is ordered and should arrive by July 5th. Installation should begin the same day and is a 75 day project. There are also projects in the fall for the parking lot and tennis court expansion plans for Gabe Nesbitt Park.

Chairman Elliott and Board member Myers left the meeting at 8:40 a.m. Vice Chairman Kurt Kuehn continued the meeting at 8:40 a.m.

15-387 Vice Chairman Kurt Kuehn called for a discussion of the Community Performance Facility - Subcommittee Process. Ms. Schneible said the Community Performance Facility Subcommittee consists of Chairman Scott Elliott, Board members Hamilton Doak, Michelle Gamble, and Board alternate Rick Glew. Their first meeting will be held this afternoon

to begin the process of conducting due diligence to assess the needs of the community with respect to a performance and rehearsal facility. Ms. Schneible encouraged the Board to offer any suggestions or ideas to the subcommittee for consideration.

15-388 Vice Chairman Kurt Kuehn called for the Discussion of Strategic Goals and Priorities. Vice Chair Kuehn and President Schneible suggested the Board take a little more time to review what has been provided in the Board packet and either add to the Strategic Goals and Priorities discussion scheduled for the next Board meeting agenda or possibly schedule a special retreat for further discussion.

15-384 Marketing Director's Report – Ms. Stein reminded the Board that this is the time of year to update our marketing plan. She will be sending out the plan to the marketing committee for review. The Public Safety Open House on May 16th is an important and very well attended event, unfortunately, Ms. Stein will not be able to attend but hopes some on the Board members will be able to man the MCDC booth.

15-385 Presidents Report – Ms. Schneible directed the Board to review her report provided in their packets. Included in the packet is a post-Bond sale analysis for your information and review. As a reminder, there is an updated Board roster in the packet and information from the Sheraton McKinney hotel about the special Mother's Day brunch offered on May 10th.

Vice Chairman Kurt Kuehn called for Board comments. Mr. Kuehn shared that his wife ran the Wilson Creek Trail recently and remarked how beautiful it was. He expressed confidence that it will attract residents and visitors to McKinney. Vice Chair Kuehn expressed concern that 75% of the MCDC budget is to fund Parks and Recreation and wanted to offer an opportunity for any other thoughts on the subject. No additional comments were shared.

Vice Chairman Kurt Kuehn recessed the meeting into executive session at 8:50 a.m. per Texas Government Code Section 551.087 Deliberation Regarding Economic Development Matters as listed on the posted agenda. Vice Chairman Kurt Kuehn reconvened the meeting into open session at 9:25 a.m. Board members unanimously approved the motion by Vice Chairman Kurt Kuehn, seconded by Board member Michelle Gamble, to adjourn the meeting. Vice Chairman Kurt Kuehn adjourned the meeting at 9:26 a.m.

SCOTT ELLIOTT
Chairman

KURT KUEHN
Vice Chairman

ATTEST:

Colleen Smith
Secretary/Treasurer