

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

**JANUARY 16, 2018**

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on January 16, 2018 at 8:00 a.m.

Board members Present: Chairman Jason Burress, Vice Chairman Paul Merritt, Secretary/Treasurer Robert Clark, Sharon Denny, Joe Minissale, Michael Jones

Absent: Kenneth Sipiora

Staff Present: President Darrell Auterson, Executive Vice President Abby Liu, Director of Business Retention & Expansion and Emerging Technology John Valencia, Director of Marketing and Research Geneva Aragon, Director of Business Development Bruce Coleman, Business Development Specialist Madison Clark, Temporary Administrative Assistant Sterrett Coleman, Administrative Assistant Deana Smithee, Mayor George Fuller, City Manager Paul Grimes, Chief Financial Officer Mark Holloway, MCVB Executive Director Dee-dee Guerra, City Secretary Sandy Hart, MEDC Attorney Mark Houser, Chamber of Commerce President Lisa Hermes, and Assistant to the City Manager Trevor Minyard.

There was one guest present.

Chairman Burress called the meeting to order at 8:03 a.m. after determining a quorum present.

**18-024** Chairman Burress called for the Minutes of the McKinney Economic Development Corporation Meeting of December 19, 2017. Board members unanimously approved the motion by Secretary/Treasurer Clark, seconded by Vice Chairman Merritt, to approve the minutes of the McKinney Economic Development Corporation Meeting of December 19, 2017.

**18-026** Chairman Burress called for Board and Liaison Updates. Chairman Burress welcomed Melissa Dixon, MEDC's newly hired Operations and Compliance Administrator. The Board has been made aware that due to personal reasons, President Auterson is stepping down to return home

to Pennsylvania where his wife and two children live. Chairman Burress expressed much appreciation to President Auterson. President Auterson brought a real level head and continuity to the organization. You leave this organization better than where it was when you came here. Chairman Burress stated working together, I'm proud of a number of our accomplishments and efforts. Thank you very much for your contribution to the MEDC and to the City of McKinney. President Auterson thanked Chairman Burress for his kind words, elaborated on his personal situation and expressed his appreciation to the Board for being extremely accommodating of his circumstances and allowing him the opportunity to step into retirement a little earlier than planned. The organization and the community are headed in a very positive strategic direction. President Auterson continued, you have a very dedicated staff and Board and I know you will continue to thrive.

City of McKinney – City Manager Paul Grimes offered his own personal congratulations for a job well done. Mr. Grimes stated he enjoyed working with President Auterson and wished him the best. Mr. Grimes reported a reminder that City Council is conducting their annual strategic planning workshop on Friday, February 2<sup>nd</sup>. Next item, update regarding Brazo's, The Public Utility Commission of Texas voted last week that Brazo's did not establish the need for a new line. Mr. Grimes stated they will continue to monitor this and will keep everyone apprised. Mr. Grimes continued with the announcement of the new Airport Director, Mr. Ken Carley. Mr. Carley will be joining us from Quad-City International Airport.

Chamber of Commerce - Chamber President Lisa Hermes reported the Annual Business Meeting will be held on January 30th. Ms. Hermes stated they are very excited to have Tom Luce, Founding CEO of Meadows Mental Health Policy Institute, as well as a long list of other titles and positions, as the keynote speaker. Plans are under way for the Annual Community Awards Celebration. Thank you to Legacy Texas

Bank for being the Title Sponsor of this event. There are a lot of candidate forums coming up. The Chamber of Commerce will do a combination of two things; partner with Rick Wells from Rick's Chop House and the forums he provides as well as candidate round tables. This is a great way for the citizens and voters to connect with the candidates and really understand the issues and where the candidates stand on those issues. Ms. Hermes continued we are starting some new programs to better serve our members. Ask the Experts, is an online education series. People are time deprived and being able to utilize technology to connect businesses with information is important. Another program is CEO Coffee, this is an opportunity for people who have been successful in their business ventures to be able to share their experiences and best practices to new startup entrepreneurs who are looking to grow their companies and grow their businesses. Ms. Hermes continued the Chamber of Commerce is revamping the Competitive Edge Business Education Series and is partnering with Collin College to bring quality programming and make sure they are meeting the needs of the business community.

MCVB – Executive Director Dee-dee Guerra reported there were a lot of sports items in December so they are hopeful to get closer to 1,000 room nights by the end of January. Ms. Guerra continued Mr. Clayton answered an ad, The Cancun Experience Officer, and because this falls under travel and tourism the MCVB has been helping him. A video of McKinney was made so that was free advertising for our city. Hopefully, he will get an interview. Good Morning Texas contacted the MCVB asking if they can set up a four minute interview on the McKinney Bridal Show. The four minute interview is this Thursday at Leann's Bridal, which again, is free advertising for McKinney.

**18-025** Chairman Burress called for the Consideration/Discussion on MEDC Staff Monthly Reports. Chairman Burress asked for an update on Project

Todd. Director of BREP John Valencia reported the Board is supportive of their ongoing efforts. Both parties are still finalizing the program with Gensler and once completed we will look for potential options. They have an existing lease in our community so they are not in a big rush. Board member Merritt commented on the New Business Development Report saying he commends the activity level Bruce has going, impressive amount of activity in a month. Chairman Burress conceded. Chairman Burress reviewed a few facts from the Marketing and Research report. In regards to Facebook and Twitter, Chairman Burress requested Ms. Aragon created a plan that would have the MEDC competing with Frisco. The plan should include promoting relocations, expansions and start-ups, all the reasons it is good to do business in North Texas, specifically McKinney. Chairman Burress stated he'd like the plan to include ways to significantly increase the volume of activity and followers so we can build on that network. Frisco does a terrific job and I would like to see a plan similar to Frisco's. Chairman Burress asked Ms. Aragon if there is anything the Board can do to support these efforts. Ms. Aragon encouraged everyone to get a Facebook account and share the MEDC page. Chairman Burress recommended developing some target metrics and appointing a subcommittee. The goal is to have thousands of followers on the MEDC Facebook page. We want everyone to know we are in business, what a terrific place this is to do business, how great our City Manager and City staff is. Things are changing and our time is now. We need to be consistent and up there with the city of Frisco. It is our time and we need to take advantage of it. Ms. Aragon stated we are trying to have one posting a week, such as Friday Forecast, Fact Friday, Fun Friday, so it follows a methodology and people can begin to recognize what we are doing. Ms. Aragon also said she put a calendar together in AgoraPulse which is a social media platform tool that works with Facebook, Twitter and LinkedIn. Chairman

Burress asked about the LinkedIn Plan. Ms. Aragon reported this plan is still in discussions with Communications and Marketing. Board member Denny stated to be mindful of not only the quantity of posts but also the quality. It is a good idea to figure out a results based metric to follow to ensure what we are doing is having an impact. Ms. Denny volunteered herself for the subcommittee. In her business she has a very robust digital and social media strategy that is linked to all their business development activities. Ms. Denny stated she thinks she could bring a good foundation of what success looks like. We need to think more broadly about what is the digital and social media face that we put forward to capture audiences all over the world. Chairman Burress asked the Board if anyone objected to a subcommittee for digital content and social media. Chairman Burress appointed Board member Denny, Board member Minissale and Board member Jones to serve on the subcommittee. Board member Jones asked if we are paying to boost our posts. Ms. Aragon stated we are not boosting posts but will take it into future consideration. Board member Minissale asked Ms. Aragon to share the draft of the social media plan. Mr. Minissale also asked the MEDC staff to provide to the subcommittee what the goal of the social media plan is, who we are trying to reach and what type of content would be most applicable.

**18-048** Chairman Burress called for the Consideration/Discussion/Action on December Financials. Chief Financial Officer Mark Holloway reported sales tax for the city as a whole was up 10.1% for December, which are the October collections as they run two months behind. And for the year overall we are about 4.8% above where we were last year.

Board members unanimously approved the motion by Board member Minissale, seconded by Chairman Burress, to approve December Financials.

**18-049** Chairman Burress called for the Consideration/Discussion/Action on Chamber of Commerce Awards Based on Nominations. Chairman Burress read the criteria for the Corporate Performance Award. The two nominations are Vazata dba Horizon Data Center Solutions and Service First Mortgage Company. Chairman Burress gave the Board an opportunity to discuss and ask any questions. Board members unanimously approved the motion by Board member Merritt, seconded by Board member Denny, to approve granting the Corporate Performance Award to Vazata.

**18-049** Consideration/Discussion/Action on Chamber of Commerce Awards Based on Nominations. Chairman Burress read the criteria for the Encore Wire Award. The two nominations are Hisun Motors Corporation and Blount Fine Foods Corporation. Chairman Burress gave the Board an opportunity to discuss and ask any questions. MEDC Vice President Abby Liu provided some valuable background information on Hisun Motors Corporation. Board members approved the motion by Secretary/Treasurer Clark, seconded by Board member Jones, to approve granting the Encore Wire Award to Hisun Motor Corporation with a vote of 5-1, Chairman Burress voting no.

**18-050** Chairman Burress deferred the Consideration/Discussion/Action on Resignation and Related Release Agreement until after executive session.

Chairman Burress called for citizen comments and there were none.

Chairman Burress called for Board or Commissioner Comments and there were none.

Chairman Burress recessed the meeting into Executive Session at 8:52 a.m. per the Texas Government Code: Section 551.071 (2). Consultation with City Attorney on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any: Section 551.072.

Deliberations about Real Property-Real Estate Discussion, and Section 551.087.  
Deliberation Regarding Economic Development Matters as listed on the posted agenda.

Chairman Burress reconvened the meeting to open session at 11:22 a.m.

Chairman Burress called for the Action on Strategic Real Property Acquisitions.  
Chairman Burress moved to authorize the President to place fully refundable earnest money in amounts up to \$649,500 into escrow at a title company in negotiated land transactions. Board members unanimously approved the motion by Chairman Burress, seconded by Board member Minissale.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Denny, to adjourn. Chairman Burress adjourned the meeting at 11:21 a.m.

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JASON BURRESS  
Chairman