

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

FEBRUARY 18, 2014

The McKinney Economic Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on February 18, 2014 at 8:00 a.m.

Board members present: Ernest Lynch III, Lance Lindsay, Robbie Clark, Pablo Ruiz, and Chuck Branch. Board members Darrell Tate and Julie Fort were absent.

Staff present: President/CEO Jim Wehmeier, Executive Vice President Abby Liu, Business Retention and Expansion & Emerging Technology Director John Valencia, Marketing Director Cayti Stein, Director of Business Development Chad Walker, Corporation Attorney Mark Houser, and Administrative Assistant Connie Gibson.

Guests present: Council Member Geralyn Keever, Council Member Travis Ussery, City of McKinney CFO Rodney Rhoades, Chamber of Commerce President/CEO Jodi Ann LaFreniere Ray, MCVB Executive Director DeeDee Guerra, and David Margulies with Margulies Communication Group.

- 14-162** Minutes of the McKinney Economic Development Corporation board meeting of January 21, 2014. Robbie Clark made a motion to approve the minutes. Lance Lindsay seconded the motion. The motion was voted on and passed.
- 14-163** Minutes of the Joint Meeting of McKinney Economic Development Corporation and City Council January 27, 2014. A motion was made by Robbie Clark and seconded by Chuck Branch to approve the minutes. The motion was voted on and passed.
- 14-164** Financial Report. Rodney Rhoades provided the financial update. The city audit is complete. The MEDC operational fund for FY 2013 ended higher than expected, and the expenditures were slightly less. The sales tax receipts for January were \$744,988. This reflects an increase of 11.3% from January 2013. Lance Lindsay made a motion to approve the financial report. The motion was seconded by Robbie Clark and voted on. The motion passed.
- Chuck Branch asked when the rent reimbursements would be completed for Biscotti. John Valencia stated that January was their last reimbursement of rent from the Emerging Technology program.
- 14-165** Discuss Update by Margulies Communication Group (MCG). Jim Wehmeier introduced Mr. Margulies to the board. He stated that Margulies Communication works closely with city staff. Mr. Margulies addressed the board. He gave a brief history of his background. His company works closely with CEO's in McKinney, and is always watching media reports for mentions of McKinney. Ernest Lynch stated that the

firm will allow MEDC to leverage free press about McKinney.

- 14-166** Business Development Report.
- Chad Walker has begun to take over some of the marketing and networking duties.
 - There are six projects he is working on. The projects have come from different sources.
- 14-167** Marketing and Research Report
- Several print ads were reviewed: DFW Real Estate, Dallas Regional Chamber Economic Development Guide, DCEO Real Estate Issue, NTX full page ad
 - Social media – MEDC E-newsletter reached over 1,000 readers, Facebook, Twitter & LinkedIn continues to reach more people.
 - Cayti Stein has attended several Dallas Regional Chamber events in January and February.
 - A new video marketing MEDC has been put on the MEDC website.
- 14-168** Business Retention & Expansion and Emerging Technology Report
- StatLab documents are signed and in order, and the project is ready to move forward.
 - The Collide Center has begun focusing on programming for tenants.
 - A presentation was given to City Council on the idea of a Collide Village around the downtown square area. Council has directed John Valencia to research the project and bring a report back to Council in four months.
- 14-169** Executive Vice President's Report
- MEDC hosted a visit by Taiwan Jungli City Mayor Representative, Director Shane Peng on February 7th. The purpose of the meeting was to continue working on the Sister City partnership.
 - Greater Dallas Taiwanese Chamber Chinese New Year Charity Gala – February 8th was attended by MEDC staff, board, Mayor and Mayor Pro Tem Ussery. Mayor Loughmiller signed a Sister City memorandum of understanding on stage during the gala.
 - A list of prospective projects was reviewed with the board.
- 14-170** President's Report
- Mr. Wehmeier reported that a 2014 Program of Work was added to his report.
- 14-171** Board and Liaison Updates
- Chamber of Commerce
- Early voting starts February 18th and runs through February 28th.
 - The Community Awards Dinner will be held February 28th at McKinney National Airport.
 - McKinney magazine will go to press the week of February.
 - A Collin County reception will be held March 20th. The reception will be held in place of Collin County days. The event will be political in nature, but will focus on networking as well. A location has not been confirmed.
 - A candidate forum for Collin County Commissioner's precinct 1 was held at the last Government Legislative Issues committee meeting.

City of McKinney

- A groundbreaking for the PSA multi-sport facility will be held February 18th at 2:00 p.m.
- City Council heard a briefing on the airport during the February 17th meeting.
- City Council will be asked to consider an architect for the aquatic facility during the February 18th meeting.
- There will be an election held in November to approve the use of Rainy Day funds for water and roads. Should that be approved, \$1.2 billion will be freed up for projects. The COG is building an inventory of possible projects that might be used with these funds. The funds may not be used for toll roads.
- Talks are ongoing considering DART and the possibility of rail stations in the future.
- City Manager's office has been working with Ty Lake, Community Engagement Director, to promote a Town Hall Meeting March 6th at McKinney High School.
- The Blue Star program has been reinstated by City Council. The program purpose is to honor deployed military members and their families.

Main Street & MPAC

- Amy Rosenthal has been named as the new Main Street and MPAC director.
- Michelle Hancock has been hired as the Program Coordinator for Main Street & MPAC.
- The Main Street board recently appointed three new board members
- Krewe of Barkus will be held Sunday, March 2nd.

McKinney Convention & Visitor's Bureau

- January advertising includes: Houston Home, The Griffon, and McKinney Courier-Gazette to promote the Made in McKinney store.
- The MCVB office had 161 captured visitors in January.
- MCVB staff assisted with 94 hotel rooms.
- Seventy welcome bags were filled in January.
- The MCVB staff attended the McKinney Bridal Show. The event was very well attended.

McKinney Community Development Corporation

- The PSA groundbreaking will be February 18th at Gabe Nesbitt Park.
- Brinkley-Sargent is the architectural firm City Council will be considering for the aquatic facility project.
- Selection of a construction manager at risk is the next step in the process for the aquatic facility project.
- MCDCC board will vote on nine Promotional & Community Events grant request during the February 27th board meeting.
- Public hearings for several project grant requests will be heard during the February meeting.

McKinney National Airport

- A PowerPoint presentation updating City Council on airport activities was given on February 17th.

Chairman Lynch called for a break at 9:05 a.m.

The meeting was called into Executive Session at 9:20 a.m. per Texas Government Code: Section 551.071(2) Consultations with attorney on any work session, special session, or regular session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed). Section 551.087 Deliberation regarding economic development matters.

The meeting was called into Open Session at 10:53 a.m.

Lance Lindsay made a motion to approve staff recommendation on Project Butterfly. The motion was seconded by Chuck Branch. The motion was voted on and passed 6-0-1 with Robbie Clark abstaining from voting.

Lance Lindsay made a motion to approve staff recommendation on Project Green Pineapple II. The motion was seconded by Pablo Ruiz and voted on. The motion passed.

Lance Lindsay made a motion, seconded by Robbie Clark, to approve staff recommendation on Project UV. The motion was voted on and passed.

Robbie Clark made a motion to adjourn the meeting. Lance Lindsay seconded the motion. The motion was voted on and passed.

The meeting was adjourned at 10:56 a.m.

LANCE LINDSAY
Secretary/Treasurer