

**McKinney Community Development Corporation  
Regular Board Meeting  
January 27, 2011**

The McKinney Community Development Corporation (MCDC) met in regular session in the Dowdy boardroom located at 321 N. Central Expressway, Suite 200, McKinney, Texas at 8:00 A.M. on January 27, 2011.

Board members present included board chair Tracy Rath, board vice-chair George Fuller, board secretary Dan Hall, Jason Burress, Kevin Griffin, Michael Puhl, Eric Davis and council liaison Pete Huff. Staff members present were executive director Cindy Schneible and administrative assistant Connie Gibson.

There were several guests present.

Tracy Rath called the meeting to order at 8:02 A.M. She called for a motion to approve board minutes from the Special board meeting held December 7, 2010 and the Regular board meeting held December 15, 2010. Dan Hall made a motion to approve the minutes. The motion was seconded by George Fuller. The motion passed unanimously (7-0).

There were no comments or questions on the December, 2010 check requests.

Jason Weeks, assistant finance director for the City of McKinney introduced the interim finance director for the City, and then provided a financial report. Weeks stated the audit information would be available for the March board meeting. The October and November financials were reviewed. The October sales tax receipts were \$618,027, which reflected an increase of 3.34% over October, 2009. The November sales tax receipts totaled \$782,350 which was up 4.24% from November, 2009. December sales tax totals were \$601,953, up 1% from 2009. Sales tax receipts received for January 2010 totaled \$632,617, an increase of 8.9% from January, 2010.

Lemuel Randolph, director of Parks and Recreation and interim deputy city manager provided an update on PROS. A \$1.9 million dollar skate park facility at Gabe Nesbitt Park is under construction. Middle school students participated in a math project to create a design for the park. A sustainability plan kick-off meeting will be held February 12th at St. Gabriel community center. The first phase of Bonnie Wenk Park is under construction. When complete, park will include more than 200 acres and feature McKinney's first dog park.

An MEDC update was given by Tracy Rath and Jim Young. The Encore Wire research and development facility has received a certificate of occupancy from the City. MEDC will be participating in a TexasOne meeting at the Cotton Mill in April. Gearbox, a company with 200 employees that is considering relocation to a 90,000 square foot facility in Craig Ranch received approval for incentives totaling \$450,000 from MEDC.

George Fuller reported that the Chamber of Commerce has changed their meeting schedule from monthly to quarterly.

Dan Hall updated the board on MCVB activities which include the creation of an iPhone application for the City of McKinney and a collaborative effort between MCVB MISD, and Collin College to bring a project to McKinney that would include a variety of tourism components. The MCVB office will participate in a “Converge on the Capital” on February 23rd in Austin to show support for Texas tourism, and the financial benefits derived from tourist dollars spent in Texas.

A report on the “McKinney First” campaign was presented by Jodi Ann LaFreniere, president of the Chamber of Commerce. The Buy Local campaign was designed and implemented to encourage consumers and companies to shop at local merchants, which benefits businesses in McKinney and generates sales tax revenue to support city projects and initiatives.

Eight applications for Promotional and Community Event grants, to be used to promote the city of McKinney and further tourism and economic development, were next on the agenda. The first presenter was Ty Lake, McKinney Main Street Director requesting \$12,500 for the “Bike the Bricks” event on May 27th. Last year’s event was the first year for “Bike the Bricks”. Changes are planned to make the event bigger and better and attract more tourism dollars to the city.

Diann Bayes, Executive Director with McKinney Convention and Visitors Bureau presented a request from the Cultural Tourism Coalition for a month long event – “Bloomin to Boomin” – to promote the city and bring visitors to the area. The event will begin with the Crape Myrtle trails unveiling, and end with Red, White and Boom! All sanctioned events will be placed on a “Bloomin to Boomin” calendar. The amount requested was \$15,000.

A request for \$14,700 was submitted by Crape Myrtle Trails of McKinney. Susan Owens, Executive Director addressed the board. The funds requested would be used for materials to promote the opening of the Crape Myrtle Trails Park, and other events throughout the year.

Heard Natural Science Museum Executive Director Sy Shahid presented the board with his request for \$5,000. A grant from MCDC would provide funds to promote McKinney and the Heard through two events scheduled for spring, “Take a Hike” and “Green Living Festival”.

Cindy Johnson, Executive Director of the Heritage Guild of Collin County requested \$15,000 for: promotion of the Farmer’s Markets at Chestnut Square and Adriatica; Living History Days, which are held six times per year; and the Killis Melton Ice Cream Crank-off. All of the events are designed to promote McKinney and draw residents and visitors.

Mark Carswell requested \$4,000 on behalf of Kiwanis Club of McKinney for the Historic McKinney Kiwanis Triathlon. This year's event has added a 3 mile run and a Fun Run. There will also be a Saturday kid's triathlon. Net proceeds from the event are used to support community initiatives.

Deana McGonagill, Director of McKinney Project Graduation presented a request for \$9,950. If granted, the funds would support the 2011 McKinney Project Graduation at Myers Park. The all-night event is open to all McKinney graduating seniors and their guest. T-shirts for the seniors and volunteers, admission bracelets, brochures and a sponsor banner would be purchased with the promotional funds.

Smiles Charity president and founder Dr. Jennifer Buchanan made a request for \$15,000 to be used to promote the 2011 Smile Concert benefitting Operation Finally Home. The goal is to build two homes in 2011 for wounded veterans and their families.

Board chair Tracy Rath called for a break at 9:29 A.M.

The meeting was called back into session at 9:37 A.M.

Mrs. Rath announced the next item on the agenda would be a presentation by G.H. Sports Group. Gordon Hill and Greg Vinez addressed the group. Plans for The Centre project have changed since the original presentation to the board in 2010. The new project will consist of an all-weather facility with four artificial turf fields on three acres of land. Based on the information shared, the city will be provided the use of one 4-hour block of time, on one short field per week. Additionally, the city will receive one 1-hour block daily on one short field. Senior citizens will have access to the fields during the day, free of charge. Mrs. Rath advised the presenters that a public hearing would be held during the February board meeting, and the board would vote on the project at that time.

A motion was made by George Fuller to rescind the original grant approved for the G.H. Sports Group project in 2010. The motion was seconded by Michael Puhl. The motion was voted on and passed unanimously (7-0).

The board voted on nominations received for the 2011 Quality of Life award recipient. The recipient was selected and will be announced at the Community Awards dinner scheduled for February 18, 2011.

Executive director Cindy Schneible led the discussion on items that were addressed at the MCDC finance committee meeting. These included the possibility of eliminating the "bucket" allocations in the FY 2012 budget. The finance committee discussed the priority projects for funding (Gateway, aquatic center, airport and municipal center) and affirmed support council priorities. MCDC bonding capacity was also discussed.

Tracy Rath called the meeting into Executive Session at 11:00 A.M.

The meeting was called into Open Session at 11:32 A.M.

Cindy Schneible gave the executive director's report. The Cotton Mill, Chestnut Square and Craig Ranch may apply to MCDC for project grants. A letter of intent has been received from Heard-Craig Center for the Arts to make renovations and repairs to the property. MCDC has an opportunity to participate in the Sustainability Plan Kick-Off meeting on February 12. The UNT Chancellor made a presentation during a city council work session and indicated UNT's plans to establish a presence in McKinney.

An update on the McKinney Economic Development Alliance was given by the board chair. The consulting group is ready to present their draft strategic plan to alliance committee members for review and input and move the process forward.

George Fuller made a motion to adjourn the meeting. Michael Puhl seconded the motion. The motion was voted on and passed unanimously (7-0).

---

TRACY RATH – Board Chair