

**McKinney Community Development Corporation**  
**Regular Board Meeting**  
**August 25, 2011**

The McKinney Community Development Corporation (MCDC) met in regular session in the Dowdy conference room located at 321 North Central Expressway, Suite 200, McKinney, Texas at 8:00 A.M. on August 25, 2011.

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

There were several guests present.

Tracy Rath called the meeting to order at 8:00 A.M. The first order of business was approval of the July 28<sup>th</sup> regular board meeting minutes, and the Promotional and Community Event grants subcommittee meeting minutes of August 9<sup>th</sup>. Administrative assistant Connie Gibson suggested two changes for clarification to the July 28<sup>th</sup> board meeting minutes. George Fuller made a motion to approve the regular board meeting minutes with the two changes. Kevin Griffin seconded the motion. The motion passed unanimously (6-0). A motion to approve the subcommittee minutes was made by George Fuller and seconded by Dan Hall. The motion was voted on and passed unanimously (6-0).

Adrienna Rapp, financial analyst with the City of McKinney, presented the financial report to the board. The sales tax receipts for the month of July were \$625,389. This amount reflects a 7.9% increase over July, 2010. The total revenues for the year are projected to remain at eight million dollars.

There was no discussion about the list of check requests.

Tracy Rath announced there would be public hearings held for five project funding requests. The first presentation was given by Sy Shahid, executive director of Heard Natural Science Museum, requesting \$14,643 to purchase a 4-wheel all terrain vehicle. The vehicle would allow access to 4.9 acres of remote land on the museum property affected by a 32 inch sewer line that has been constructed across the property. The goal is to restore the 4.9 acres of damaged native prairie meadows in a way to minimize human imprint on the sanctuary during the restoration project.

Rev. David Lessner, associate pastor with Stonebridge United Methodist Church, presented Project #11-10. The request is for \$17,149 for maintenance and operational costs of an irrigated, multi-purpose field on the south east corner of the church property. The goals for the project are 1) Expand the sports ministry through team sports played on the fields. 2) Getting members and nonmembers more physically fit 3) Expand revenue through field rentals. These revenues will potentially

allow the church to reduce debt, allowing SUMC to contribute more to the community.

McKinney Education Foundation provided information on their application requesting \$8,000 to perform an Economic Impact Study to determine the appropriate program structure for a "McKinney Promise" scholarship program. Kathy Parker addressed the board. She reported the Upjohn Institute has dropped their fee to \$7,500. A steering committee has been formed and program options have begun to be explored. The MCDC funding would be used for research to develop the program, and not for scholarship funds.

Anna Clark, communication and media manager with the City of McKinney, addressed the board with a request for renewal of funding for the McKinney Vision studio lease and utilities for 24 months. The monthly lease amount is \$3,092.37, and utility costs are approximately \$175 a month. The request amount is for approximately \$79,216.88. The lease period would be May, 2012 to May, 2014. Ms. Clark stated Zynga with Friends and the City of McKinney have been working on an agreement for Zynga to use the studio space for meetings when it is not in use by the communication department staff.

Aretha Harvey, assistant to the City Manager, and Janay Tieken, grants administrator with the City of McKinney, discussed a request for support of public transportation (bus service) within the City. The original requested amount was \$75,000. The amount requested has been reduced to \$30,000. Bus service is currently provided by Collin County Area Rapid Transit (CCART); a branch of Collin County Committee on Aging. CCART has been operating in McKinney since 1992. The City of McKinney contributes to CCART operation \$100,000 yearly. These funds are matched with federal funds. The requested funds would allow the Transit Management Agency to perform a survey, and evaluate McKinney transportation needs and how to address them.

Liaison reports were next on the agenda.

Jim Young, President of MEDC reported:

- The MEDC budget for 2011-2012 has been approved.
- MEDC has been in negotiations with a company that manufactures blades for wind generators. McKinney is one of three locations the company is considering.
- Craig Ranch is one of three sites under consideration for relocation by Parker University. The university needs space for a 325,000 square foot facility that will employ 235 men and women.
- The Emerging Technology fund has incentivized a ten employee company that manufactures a small device that when connected to high definition television and WIFI, will allow phone calls to be made anywhere in the world, at no cost.

George Fuller provided a report on the McKinney Chamber of Commerce:

- The Chamber has been focusing on the Collin County redistricting plan for county commissioner representation. The current redistricting plan does not provide for optimal representation for McKinney. Commissioners will hold a hearing to receive additional public input on the redistricting plan during the September 6<sup>th</sup> meeting of commissioner’s court.
- A fundraiser for the Chamber’s Political Action Committee will be held at Gather on Tuesday, September 14<sup>th</sup>.
- The Chamber’s new city, fold-out maps will be released in the next few weeks.

The McKinney Convention and Visitors Bureau report was given by Diann Bayes, executive director.

- MCVB’s Smartphone application has been very successful. There have been 1,650 downloads to date, and a new augmented reality 3-D feature has been added.
- The MCVB staff and board continue to develop a community tourism inventory for the area.
- At the recent TACVB conference the MCVB received a first place award for cooperative marketing on the “Bloomin’ and Boomin’” event, and a first place award for their promotion of National Tourism Week.
- A potential Quick Response “QR” tour is being discussed among Main Street, MISD, Parks department, MCVB and the Historic Preservation commission.

The meeting was called into Executive Session at 9:15 A.M.

The meeting was called into Open Session at 10:21 A.M.

Action was taken on the Promotional and Community Events grant funding applications. The requests were presented at the July 28, 2011 board meeting. Recommendations made by the Promotional and Community Event committee for funding the requests were shared with the board. George Fuller made a motion to approve the recommendations made by the committee. The recommendations of the committee were unanimously approved by the board. Committee recommendations:

- Community Lifeline Center
  - “Words with Friends” tournament and gala \$ 0
- Crape Myrtle Trails
  - “Run the Trails” 2011 event \$ 5,000
  - \* \$555 in new funds; \$4,445 unused grant funds
- Especially Needed
  - “2<sup>nd</sup> Annual Fall Carnival \$ 7,500
- Heard Natural Science Museum
  - “Dinosaurs Live” & “Holiday Trail of Lights” \$ 5,000
- McKinney Combat Challenge
  - 2-day Combat Challenge event \$15,000
- McKinney Education Foundation
  - 20<sup>th</sup> Anniv. Gala & launch of fundraising campaign \$ 0

- McKinney Rotary
  - 12<sup>th</sup> Annual Parade of Lights \$ 3,500

Tracy Rath asked the executive director to visit with the two organizations that did not receive promotional grant funding to explore other avenues of support.

Tracy Rath called for a motion to rescind Project #09-04 funding. Kevin Griffin made a motion to rescind the approval of Project #09-04 pending receipt of the revised scope and cost of the aquatic center along with the city council's prioritization and recommendation for public funding of that project. Eric Davis seconded the motion. The motion was voted on and passed unanimously (6-0).

Cindy Schneible was directed to act as representative of MCDC to identify office locations where shared space with MEDC would be possible and to participate in any lease negotiations that develop.

Dan Hall left the meeting at 10:23 A.M.

The executive director's report was given by Cindy Schneible. A motion has been filed with ARB to correct the tax bill evaluation on the Gateway property. The motion was denied. Once official documentation is received the attorneys will proceed with filing of a lawsuit to resolve the matter. The project request for renovations to MPAC will go to City Council for approval on September 6<sup>th</sup>. There was discussion about sponsoring radio ads before and during Oktoberfest. The Boys and Girls Club building renovations are nearing completion. The Habitat for Humanity/ReStore move to their new building will take place soon. Both organizations will hold grand openings in the fall.

There were no citizen comments.

George Fuller made a motion to adjourn the meeting. Tracy Rath seconded the motion. The motion was voted on and passed unanimously (5-0).

The meeting was adjourned at 10:29 A.M.

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TRACY RATH - Board Chair