

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JULY 26, 2018

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on July 26, 2018 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Hamilton Doak, Jackie Brewer, Michelle Gamble, Rick Glew and Mary Barnes-Tilley.

City Council members Present: City Mayor George Fuller; Mayor Pro-tem Tracy Rath.

City Staff Present: President Cindy Schneible; City Manager Paul Grimes; Assistant to the City Manager Trevor Minyard; Director of Parks and Recreation Michael Kowski; Chief Financial Officer Mark Holloway; MPAC/Main Street Director Amy Rosenthal; MCVB Sales Manager Vanessa Rhodes; MEDC Interim President Abby Liu; MEDC Operations and Compliance Administrator Melissa Dixon and City Secretary Sandy Hart.

There were eleven guests present.

Chairman Kuehn called the meeting to order at 8:00 a.m. after determining that a quorum was present.

18-627 Chairman Kuehn called for the June Financial Reports. Chief Financial Officer Mark Holloway reported a revenue in June of \$1.8 million with expenses around \$204,000. The fiscal year is at the 75% mark and numbers are on track. April collections were up about 8.9% above last year bringing the current budget at 5% above last fiscal year. Chairman Kuehn asked Ms. Schneible if she has a city purchasing card; Ms. Schneible replied that she does not.

18-628 Chairman Kuehn called for Board Liaison updates.
City of McKinney – City Manager Paul Grimes reported that the City is preparing for a budget presentation to City Council on August 10. The

appraisal district has issued their final appraisal values, and these numbers are used to lock in revenue projections based on the valuation of properties. The budget is scheduled for adoption in mid-September, with the new fiscal year beginning October 1. National Night Out is on August 7, and there are forty block parties scheduled citywide. McKinney has a different format from many cities as the city has neighborhoods who organize block parties. Each party will have representatives visiting, including Council members. It's a great way for neighbors to bond and get to know their communities and leaders. Due to National Night Out being scheduled on a regularly scheduled meeting night for City Council, the next Council meeting is being moved up to Monday, August 6. There will be no Council Work Session on that night, just a regular Council meeting. The Marketing and Communication team has put together a video regarding a water main replacement project in the Eldorado neighborhood. It is critical infrastructure that is over forty years old and the project is using an innovative technology called pipe bursting. The video can be found on the City's website and YouTube channel. There are now two parking garages under construction. The first is at Davis on the Square and will be open to the public beginning in September. Currently there is a sign at the entry deterring public parking due to construction equipment being inside. The sign will be removed when the project is completed in early September. The second parking garage is at Chestnut Commons and is 60% complete. The project is anticipated to be complete in January 2019.

McKinney Convention and Visitors Bureau – MCVB Sales Manager Vanessa Rhodes shared that McKinney B&B owned by Vicki and Wayne Hill was recognized as the Texas representative in Reader's Digest list of top B&B's. The MCVB has secured remnant ad space in the fall issue of Southern Living for about \$1,500. Normally, the cost is \$6,000. This magazine circulates in Texas, Oklahoma, Louisiana, Arkansas and

Missouri. It will be advertising the McKinney Shop in the Convention and Visitors Bureau office. This will also be advertised in all three of the high school sports programs for the fall, as well as in the Stonebridge Ranch newsletter. MCVB is revamping their online RFP so anyone looking to hold a meeting will submit online. They kicked off a #visitfunfest contest that has pictures coming in online from people sharing what they experience in McKinney. A writer from Country Line magazine contacted the MCVB about food tours, resulting in a 2/3 page article for July and August. There were 430 room nights booked in June, up from 370 room nights at this time last year. An RFP was just received for the National Pygmy Goat Association for a conference in 2020.

McKinney Economic Development Corporation – Interim President Abby Liu shared that she attended the Select USA Summit in Washington D.C. in June. This is the largest direct investment conference in the U.S., and it is hosted by the Department of Commerce. There were more than 3000 attendees from over 66 different countries, and it was the third year that MEDC has participated. There may be one foreign company interested in McKinney as a result of MEDC's participation. In response to recent new federal policies for US and Chinese trade, Ms. Liu, Mayor Fuller, City Manager Grimes and MEDC Board Chairman Burrell have been working with existing companies in McKinney which may be impacted by these changes by meeting with them and discussing several potential company plants. Ms. Liu is currently working with Ms. Schneible on bringing two new projects to McKinney along the retail and restaurant line. MEDC will be the sponsor for the Bisnow Highway 121 Corridor event on August 23 at the Sheraton. This is a very popular event in the Dallas Metroplex and is attended by a large number of real estate brokers. McKinney hosted this event in 2016, bringing in a record number of attendees. Lastly, the MEDC welcomes their new President, Mr. Peter Tokar to the team. He will be starting on Monday morning. Ms. Liu

thanked the MCDC board and Ms. Schneible for their support during her interim presidency. Chairman Kuehn commended Ms. Liu on doing a fabulous job as Interim President for the past six months.

MPAC/McKinney Main Street – MPAC/Main Street Director Amy Rosenthal informed the Board that the work on the old courthouse in the center of the Square has begun. It should be completed in the next two months. McKinney was the only city in Texas that received the “Polish the Gem” grant from the National Trust for Historic Preservation. This weekend is the annual melodrama “The Face on the Ballroom Floor” and it runs for the next three weekends. MPAC has begun a fundraising campaign, “Raise the Curtain,” as the MPAC curtains are in need of replacement. The Texas Tenors are coming on September 21. Last week, the “Asleep at the Wheel” concert had a sold-out performance and they will be the headline band for Home for the Holidays. Chairman Kuehn asked how much the new curtains will cost. Ms. Rosenthal responded that replacement will cost about \$10,000.

McKinney Parks and Recreation – Director Michael Kowski shared that the Parks Bingo will wrap up August 3. It has seen a five-fold increase in participation this year. George Webb Park breaks ground in two weeks. Parks had 445 people that either attended a public input meeting or responded to a survey for the public input process for Gray Branch Park. The Parks Activities Guide is about to launch for the fall.

18-629 Chairman Kuehn called for the President’s report. MCDC President Cindy Schneible reminded the Board to review the reports attached to the agenda. The final cycle for the projects grants has \$96,774 available in funding. The promotional grants will be awarded today. There are two final reports included with the agenda for projects MCDC funded at Chestnut Square. The projects included improvements to the Dulaney House and restoration and improvements to the Taylor Inn and the

irrigation system at Chestnut Square. Please take time to review them.

An email update was received from the development team on the Craig Ranch Resort Hotel and Conference Center that indicated the partner joint venture agreements should be complete before the end of the month. The Marriott franchise approvals are complete and they begin design immersion in early August. They are continuing to select subcontractors for the project. Ms. Schneible welcomed Mary Barnes-Tilley to the MCDC Board.

18-630 Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Collin County Master Gardeners Association (PC #18-14) in the Amount of \$10,000 for the Advertising, Marketing and Promotion of The Garden Show 2019. Board member Gamble shared the Promotional and Community Event Grants Subcommittee recommendation for a grant in the amount of \$9,000. Board members unanimously approved the motion by Board Chairman Kuehn, seconded by Board member Gamble, to approve \$9,000 for the Advertising, Marketing and Promotion of The Garden Show 2019.

18-631 Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Heard Craig Center for the Arts (PC #18-15) in the Amount of \$6,030 for the Advertising, Marketing and Promotion of Schön Everywhere. Board member Gamble shared the Promotional and Community Events Grant subcommittee recommendation for a grant in the amount of \$5,150. Board members unanimously approved the motion by Board member Glew, seconded by Vice Chairman Clarke to approve \$5,150 for the Advertising, Marketing and Promotion of Schön Everywhere.

18-632 Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Crape Myrtle Trails of McKinney Foundation (PC #18-16) in the Amount of \$8,780 for the Advertising, Marketing and Promotion of the 2018 Crape Myrtle Trails Run and Festival. Board member Gamble shared the Promotional and Community Events Grant subcommittee recommendation for a grant in the amount of \$8,000. The board approved the motion by Vice Chairman Clarke, seconded by Board member Gamble, to approve \$8,000 for the Advertising, Marketing and Promotion of the 2018 Crape Myrtle Trails Run and Festival.

18-633 Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC #18-17) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2018 McKinney Wine and Music Festival. Board member Gamble shared the recommendation of the Promotional and Community Events Grant subcommittee for a grant in the amount of \$13,530. Board members unanimously approved the motion by Board member Brewer, seconded by Secretary Doak, to approve \$13,350 for the Advertising, Marketing and Promotion of the 2018 McKinney Wine and Music Festival.

18-634 Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC #18-18) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2018 Home for the Holidays Event. Board member Gamble shared the recommendation of the Promotional and Community Events Grant subcommittee for a grant in the amount of \$15,000. Board members unanimously approved the motion by Board member Glew, seconded by Board member Barnes-

Tilley, to approved \$15,000 for the Advertising, Marketing and Promotion of the 2018 Home for the Holidays Event.

18-635 Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by McKinney Rotary Foundation (PC #18-19) in the Amount of \$5,000 for the Advertising, Marketing and Promotion of the 2018 Rotary Parade of Lights. Board member Gamble shared the recommendation of the Promotional and Community Event Grants subcommittee for a grant in the amount of \$5,000. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Glew, to approve \$5,000 for the Advertising, Marketing and Promotion of the 2018 Rotary Parade of Lights.

18-636 Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Volunteer McKinney (PC #18-20) in the Amount of \$4,000 for the Advertising, Marketing and Promotion of the 2018 Santa on the Square Event. Board member Gamble shared the consensus of the Promotional and Community Event Grant subcommittee that this request was better suited for review as a sponsorship opportunity and recommended that grant funding be denied. Board members unanimously approved the motion by Chairman Kuehn, seconded by Vice Chairman Clarke, to deny the funding request of \$4,000.

18-637 Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Heard Wildlife Museum (PC #18-21) in the Amount of \$2,500 for the Advertising, Marketing and Promotion of Heard After-Hours. Board member Gamble shared the recommendation of the Promotional and Community Event Grant subcommittee for a grant in the amount of

\$2,500. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Brewer, to approve \$2,500 for the Advertising, Marketing and Promotion of Heard After-Hours.

Board member Glew recused himself from the dais due to conflict of interest on the next item.

- 18-638** Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC #18-22) in the Amount of \$12,000 for the Advertising, Marketing and Promotion of Farmers Market, Legends of McKinney Ghost Walk and 2018 Holiday Tour of Homes. Board member Gamble shared the recommendation of the Promotional and Community Event Grant subcommittee for a grant in the amount of \$12,000. Board members unanimously approved the motion by Secretary Doak, seconded by Vice Chairman Clarke, to approve \$12,000 for the Advertising, Marketing and Promotion of Farmers Market, Legends of McKinney Ghost Walk and 2018 Holiday Tour of Homes. Board member Glew returned to the dais.

- 18-639** Chairman Kuehn called for Consideration/Discussion/Action on a Promotional and Community Event Grant Application Submitted by Éclair Bistro (PC #18-23) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of a Digital Projection Project in the restaurant. Board member Gamble shared the consensus of the Promotional and Community Event Grant committee was that the request did not meet established parameters for funding and recommended the grant funding be denied. The board questioned the committee further on reasoning for recommending denial. Chairman Kuehn shared that they felt the event was marketing for the restaurant itself and not for a community event.

Board members unanimously approved the motion by Chairman Clarke, seconded by Board member Brewer, to deny the funding request.

18-640 Chairman Kuehn called for Consideration/Discussion/Action on a Request for Funding Project #18-08, Submitted by the City of McKinney Parks and Recreation Department in the Amount of Five Million, Five Hundred Thousand Dollars (\$5,500,000) for Park and Facility Redevelopment and Improvements and Design and Construction of Various Parks, Facilities and Trail Projects. Chairman Kuehn shared that it is a very good idea that Parks is proposing utilizing funds from various resources to further projects throughout the whole city. Further, it is a good thing to see that the Board uses Park dedication funds in the areas of higher growth and that the Parks team is using funding allocated by the MCDC Board in areas where park dedication funds are more limited. The Board agreed with his sentiments. Board members unanimously approved the motion by Secretary Doak, seconded by Board member Gamble, to approve \$5,500,000 for Park and Facility Redevelopment and Improvements and Design and Construction of Various Parks, Facilities and Trail Projects.

18-641 Chairman Kuehn called for a Public Hearing and the Consideration/Discussion/Action on a Request for Funding Project #18-09, Submitted by McKinney Main Street in an Amount Not to Exceed Thirty-five Thousand Dollars (\$35,000) for a Wireless Speaker System for Historic Downtown McKinney. Chairman Kuehn called MPAC/Main Street Director Amy Rosenthal to present the request. Ms. Rosenthal shared, in unison with a presentation, that there is increased shopping competition within five to fifteen miles of downtown McKinney. According to big developers and corporate real estate professionals, music enhances the shopping atmosphere and increases spending. Ms. Rosenthal is requesting funding for installation of speakers on the

Square proper and on several of the side streets. Speakers will have to be installed in the new lampposts that are equipped with electricity. Phase two would allow for older light poles to be retro-fitted with electricity and that would cost \$700 to \$1000 per pole. She believes that installation of the speakers will deepen the connection to the historic downtown, by facilitating the playing of seasonal music, event music and safety announcements and messaging if or when it may be needed. In emergencies, these speakers can be used to communicate quickly. They plan on subscribing to Mood Media, which will allow a variety of options for the type of music that can be played. Adjustments can be made to any of the speakers individually at any time. A master will be placed on the roof of MPAC that broadcasts a signal to the speakers. The speakers will be utilized between 10 a.m. and 10 p.m. in order to comply with City ordinances. She stated that the vendor has provided assurance that the speakers she is planning to purchase will fit the needs of downtown. The Board asked if the speakers being presented are the most eye-pleasing in conjunction with the historic aesthetic of the Square and if speakers can be placed in other areas where there are no light poles, like flower beds. Ms. Rosenthal stated that an electrical source will be needed and she can discuss with Public Works to see what other options might be available. She indicated the look is pretty standard for downtown usage. Ms. Rosenthal hopes that installation will be completed by Oktoberfest which would be possible if the timeframe can be accelerated. Chairman Kuehn called for public comments and there were none. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Barnes-Tilley, to close the public hearing. Board member Glew recused himself from the dais due to conflict of interest on the next item.

18-642 Chairman Kuehn called for a Public Hearing and the Consideration/Discussion/Action on a Request for Funding Project #18-10, Submitted by The Heritage Guild of Collin County, in the Amount of Seventy-five Thousand Dollars (\$75,000) for Iron Fencing and Monument Signage at Chestnut Square. Chairman Kuehn called Jaymie Pedigo to present the request. Ms. Pedigo shared an update on the long-range plan for Chestnut Square. The Taylor Inn, Chestnut Square sprinkler system and the sprinkler system at the north block projects have all been completed. Funding for the Dixie Store re-siding project has been requested from another grant maker in Dallas, as it will be very expensive to replace siding in a way that complies with historical guidelines. Six of the eight projects that have been identified as important to Chestnut Square are completed or in-progress. The Visitor Center re-siding project is in progress with the Job Corps. There are several projects that have been completed in 2018 that were self-funded by The Heritage Guild. The funding being requested today is to replace fencing and signage around Chestnut Square. The current wood fencing will be replaced with wrought iron fencing and will circle two blocks. This will create a cohesive look around the campus, with exception of the Dulaney House, which has historical fencing. The fencing currently used in Chestnut Square is not consistent throughout the property. Much of the current fencing is peeling and rotting. When it is in good condition, it is aesthetically pleasing but very hard to maintain. The funding requested will also include monument signage at all eight corners. The design for signs will complement the fencing. The actual signage is five-eight foot towers and four-six foot towers. There will be a total of nine towers. Two of the towers will feature a different sign on the big corner of Highway 5. After two years of being surrounded by construction and parking restraints, Chestnut Square is looking forward to emerging revitalized and presenting a cohesive, yet distinctive look. Secretary Doak asked if

the new fencing with leave openings in order to access the buildings. Ms. Pedigo responded that the whole south block of Anthony Street will not be fenced and will remain open so that when the street is closed for special events, access will still remain. The fencing includes drop-in gates so the front of the cottage, house, and other buildings will be able to be closed off. Additionally, a big section of fencing along Anthony Street will be roll-back gates in case the entire block needs to be sectioned off for a special event. There will be a gate at each walk and a walk at each building. The additional gating will help prevent intruders at private events. It will also provide safety and security for staff and for children during camps. It is vital to have more visibility into the property, while also making it more secure. Secretary Doak asked if there will be a gated access point on the side adjacent to Playful. Ms. Pedigo answered that there will still be a walkway on the Playful side of the campus. The fencing formerly in place was encroaching on Playful's property so they had the fencing removed along the north side. Playful was careful in removal of the fencing so it could be reused if conditions warranted. Also, their parking lot design included a light pole in the middle of the current entrance, so the entrance will be moved to the east where the old creek bed was located. It will be widened with an archway added and a ramp will be reinstalled as it is the handicap entrance for the property. Chairman Kuehn asked if there are any grants that can be applied for to preserve the historic integrity of Chestnut Square. Ms. Pedigo responded that the only grant that had been applied for was for the Dixie store as that was for preservation of the building and that is what foundations with an interest in historical preservation look for. Chairman Kuehn stated that it would benefit the aesthetics of the downtown to have a fence that could be easily maintained. Ms. Pedigo showed the Board a picture of current fencing that had been rebuilt and repainted three years ago and now shows serious deterioration. She

feels that MCDC is the best funding source for this project as Chestnut Square is a tourist attraction, and meets the eligibility requirements outlined by MCDC. Vice Chairman Clarke voiced his support of new fencing. Chairman Kuehn called for public comments. Diana Craig of 309 North Bend addressed the Board to encourage the funding of the replacement fencing. Ms. Craig is the President of the Historic Neighborhood Association and they are concerned with protecting and supporting historic preservation in the residential and commercial areas. She feels Chestnut Square is vital to downtown McKinney. Board members unanimously approved the motion by Board member Barnes-Tilley, seconded by Board member Gamble, to close the public hearing. Board member Glew returned to the dais.

18-643 Chairman Kuehn called for the Consideration/Discussion/Action on Proposed FY 19 McKinney Community Development Corporation Budget for Submission to the City Council for Review. President Schneible stated that several months ago the Board approved a draft budget to forward to the City Manager and his team for review. The budget being presented today is slightly revised. The revenue projection for FY 19 was increased by \$1.3 million. The revision also includes \$100,000 for the retail development infrastructure grant pilot program that was discussed at last month's meeting. This revised draft will go before City Council on August 10. Based on the budget as outlined, \$4.3 million would be available for future projects. Board members unanimously approved the motion by Secretary Doak, seconded by Board member Brewer, to approve the Proposed FY 19 McKinney Community Development Corporation Budget for Submission to the City Council for Review.

Chairman Kuehn called for citizen comments. Andrea Harvey a resident at 209 West Graham, and Vice President of the Crape Myrtle Trails Foundation, thanked the Board for their continued preservation of McKinney and for all that they do for the growth

of the City. Chairman Kuehn called for Board member comments. Secretary Doak thanked Sandy Hart for her many years of dedication and service to the city as she is retiring from her position as City Secretary. Board member Barnes-Tilley thanked the Board for the opportunity to serve alongside all of them. Chairman Kuehn also thanked Sandy for her service and expressed his wishes for her future endeavors to be great.

Board members unanimously approved the motion by Board member Glew, seconded by Board member Gamble, to adjourn. Chairman Kuehn adjourned the meeting at 9:19 a.m.

KURT KUEHN
Chairman