

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

FEBRUARY 18, 2020

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on February 18, 2020 at 8:00 am.

Board members present: Chairman Kenneth Sipiora, Vice Chairman Michael Jones, Secretary/Treasurer Brian Loughmiller, Patrick Cloutier, Dr. Gere' Feltus, Joe Minissale, Tracy Rath, and alternate Bill Krueger.

Absent: None

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, Technology and Infrastructure Specialist Michael DePaola, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Mayor George C. Fuller, Councilman Scott Elliott, City Manager Paul Grimes, Assistant City Manager Kim Flom, MEDC Attorney Mark Houser, Financial Compliance Manager Chance Miller, and Visit McKinney Executive Director DeeDee Guerra.

Absent: Project Manager Madison Clark

There were 2 guests present.

Chairman Sipiora called the meeting to order at 8:01 am after determining a quorum present.

Chairman Sipiora called for Public Comments for items on the agenda and there were none.

20-0161 Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation of January 21, 2020. Board members unanimously approved the motion by Board member Minissale, seconded by Board member Rath, to approve the minutes.

20-0164 Chairman Sipiora called for Board and Liaison Updates.

City of McKinney: City Manager Grimes noted City Council had their annual strategic goal setting workshop on February 7th. City Manager Grimes noted the City Council identified the primary goals for the next

year or two. The City of McKinney staff will work to create a strategic plan around the goals identified by City Council. The strategic plan will be presented for adoption by City Council late April or early May. Once adopted, the City will start shaping a budget to carry out the objectives on the strategic plan. City Manager Grimes noted our first priority will be to carry out and execute the \$350,000,000 bond elected in 2019. City Manager Grimes noted City Council will focus on a global housing strategy. They will evaluate what type of housing we have across all our strata and address the gaps. City Manager Grimes noted City Council wants to create and emphasize McKinney as a destination, whether it's downtown or the east side redevelopment in the coming years. City Manager Grimes noted City Council is focused on the retention of great employees and leadership training in all levels of the organization. City Manager Grimes noted the McKinney National Airport will continue to be a priority. He clarified additional language will be added to include the viability of commercial services at McKinney National Airport. City Manager Grimes noted an intent for diversity in our police and fire department. The police department has made great strides; however, the fire department is challenged to find those who are qualified and work in this particular region. City Manager Grimes noted pedestrian movement in and throughout the City needs to continue to be a priority. McKinney will continue to design communities around people and enhance the quality of life. City Manager Grimes noted City Council will review recycling efforts. The global recycling market is in a depression and City Council indicated the goal is to better understand the recycling market and what can be done to enhance the recycling activity. City Manager Grimes noted the City met with McKinney Independent School District for an annual joint meeting on February 10th. They discussed mutual interest, growth plans, legislative challenges and expanding the SRO (School Resource Officer Program). There is a continued push of safety

in our public schools and the city and school districts will collaborate to ensure safety.

Chamber of Commerce: President Hermes noted The Annual Community Awards Celebration will be on Friday, February 21st and tickets are available. President Hermes noted they are continuing the Business, Retention, and Expansion visits with the MEDC and Visit McKinney. They will visit Farm House Fresh on Thursday. They recently met with Globe Life and will meet with StatLab next week. The visits have been very fruitful in building relationships and understanding the business challenges. President Hermes noted one challenge and theme they continue to hear when meeting with companies, is the need for attainable housing. President Hermes noted the Chamber Board has created a separate task force to collect feedback from businesses and provide support to the City as they take a more comprehensive look at this issue. President Hermes noted on March 3rd, there will be a Development Update with the MEDC. President Hermes noted Tech Talks will be on March 4th and will discuss the Innovation Fund the MEDC has created. President Hermes noted early voting starts today and primary elections are coming up. The Chamber is participating with other chambers and the Collin County Business Alliance for an initiative called Collin County Votes. This nonpartisan website will provide information on candidates, voting sites, polling times and dates. President Hermes noted Senator Angela Paxton spoke at the Chamber's Government and Legislative Issues Committee meeting on February 7th. Senator Paxton shared information on the work that is currently being done to prepare for the Texas Legislative session. The Chamber's Government and Legislative Issues Committee meetings will be held the first Friday of the month and different speakers will present.

McKinney Community Development Corporation: President Schneible reported they approved twelve promotional grants for organizations in

the total of \$75,000. The decision was difficult as \$120,000 was requested. In the committee review process, the board analyzed the number of events the organization requested, the number of people that would be impacted, and the opportunity to showcase McKinney. President Schneible noted they held public hearings on project grant requests. The largest received from this cycle was from Habitat for Humanity at \$800,000 for several affordable housing programs. One program is "Brush with Kindness" to repair existing housing for low income residents. Another component was funding for land acquisitions to obtain affordable land. The third was for amenities and components for the Cotton Grove project. The Cotton Grove Project is the container home project to open later in the spring. Funding on an amenities center and components like a playground for the Cotton grove project were included on the request. President Schneible noted there will be a public hearing on an application for Retail Development Infrastructure funds. The program started by the MCDC last year is a matching grant program up \$25,000. It is limited to infrastructure improvements exterior to a building and the MCDC received one application from East End Salvage.

Visit McKinney: Executive Director Guerra noted the Visit McKinney Board will meet and hear six promotional and advertising grants on Tuesday, February 25th. Heritage Guild of Collin County for \$2,500 for advertising and promotions of weddings at Chestnut Square on "Yelp" and "Here Comes the Guide". "Marching Music Made in McKinney" for \$10,000 for advertising and promotions of Drum Corp. International. HEARD Craig Center for the Arts for \$5,280 for the advertising of the 5th annual "Art meets Floral". Gameday Foods for \$2,500 for advertising and promotions for Salsa Fest. SBG Hospitality for \$8,500 for the promotion of the expansion for the new location of the 4th Annual McKinney Wine & Music Festival. The McKinney Wine & Music Festival will move to Town Lake. McKinney Summer Opera for \$7,500 for promotion and advertising

of Mozart's Opera Marriage of Figaro. Executive Director Guerra noted they have \$22,000 set aside for grants and have \$36,000 in requests. Executive Director Guerra noted the southwest officials from the NCAA will be returning. There will be six world class corps coming in July: The Academy, Boston Crusaders, Carolina Crown, Genesis, Mandarins, Pacific Crest, Phantom Regiment, and Santa Clara Vanguard. Executive Director Guerra noted on July 19th there will be a drum line battle at Tupps. On Tuesday, July 21st there will be 300 middle school students from McKinney attending camp and will be the first to perform with Drum Corp. International. The tickets are on sale at DCI.org. Executive Director Guerra noted Chet Garner with the Daytripper visited McKinney last week. Executive Director Guerra reported the MOU is at the Governor's Office for the Texas Music Friendly Designation.

20-0165 Chairman Sipiora called for the consideration/discussion of the MEDC Monthly Organizational Report. President Tokar reported a Strategic Goal Setting Session is planned for March 27th. The MEDC will bring in Thomas Cole, a facilitator from Devcore Strategic Advisors, to assist in facilitating the session. President Tokar noted all executive staff has completed the UVA Lead Training Course in an effort to support the cities High Performance Organization initiative. President Tokar noted the MEDC staff has also completed HP101 training provided by the city.

20-0166 Chairman Sipiora called for the consideration/discussion of the Monthly Metrics Dashboard Report. President Tokar introduced the new Metrics Dashboard Report which will be reported on a monthly basis. President Tokar noted the report is based off the 2019 KPI metrics until the 2020 KPIs are set. President Tokar noted this was the first visual dashboard and requested feedback. Board member Rath noted the report is a good visual and pleased it was kept to one page. President Tokar noted he will continue to present the Metrics Dashboard Report and will update the metrics after the Strategic Goal Session Meeting.

20-0167 Chairman Sipiora called for the consideration/discussion of the Technology & Infrastructure Update. Infrastructure and Technology Specialist DePaola noted the MEDC hosted a Community Forum with the City Manager's Office to discuss wireless technology and 5G last Wednesday at the Senior Rec Center. Infrastructure and Technology Specialist DePaola estimated 55 residents in attendance. Infrastructure and Technology Specialist DePaola noted the residents were appreciative the City is engaging the conversation with the community rather than moving forward without citizen input. Chairman Sipiora questioned if the citizens were still concerned with the health concerns. Infrastructure and Technology Specialist DePaola noted there were concerns and they have gathered the feedback from the citizens to take to third party consultants for answers on the health impact. They will compile a health report to upload for citizen review.

20-0168 Chairman Sipiora called for the consideration/ discussion/ action on the January 2020 Financials. Compliance Manager Miller reported the financials for the month of January. There were \$675,000 in planned project expenditures. This resulted in a break even for the month of January. Compliance Manager Miller noted January sales tax collections are applicable to the month of November. There was an 11% increase last year and we are still at an 11% increase. Compliance Manager Miller noted it will be time to look at preliminary analytics to identify if that is natural growth. Compliance Manager Miller noted he will be meeting with President Tokar in the next couple of months to begin 2021 budget planning. Board members unanimously approved the motion by Board member Feltus, seconded by Secretary / Treasurer Loughmiller, to approve the January 2020 Financials.

Chairman Sipiora called for Citizen Comments and there were none.

Chairman Sipiora called for Board Comments. Chairman Sipiora complimented and thanked all the members of the board for their work and support of the MEDC.

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Chairman Sipiora recessed the meeting into Executive Session at 8:32 am.

Chairman Sipiora reconvened the meeting to open session at 10:31 am.

Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Vice Chairman Jones, to approve the amendment to Vintage Equities Limited as discussed in Executive Session.

Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Feltus, to approve Project Axe as discussed in Executive Session.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Rath, to approve the amendment to Toyoshima GreenTech as discussed in Executive Session.

Board members unanimously approved the motion by Board member Feltus, seconded by Board member Cloutier, to approve the amendment to BlockIt as discussed in Executive Session.

Board members unanimously approved the motion by Board member Rath, seconded by Vice Chairman Jones, to adjourn.

Chairman Sipiora adjourned the meeting at 10:34 am.

Kenneth T. Sipiora
Chairman