

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

DECEMBER 22, 2016

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on December 22, 2016 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Secretary Hamilton Doak, Treasurer David Myers, Jackie Brewer and Rick Glew.

Absent: Vice Chairman David Clarke and Michelle Gamble.

Staff Present: President Cindy Schneible

City Staff Present: City Manager Paul Grimes, Director of Strategic Services Chandler Merritt, Assistant Director of Parks and Recreation Ryan Mullins, Parks Planning Manager Jill Yount, MPAC/Main Street Director Amy Rosenthal, Senior Financial Analyst Trevor Minyard, MCVB Sales Manager Vanesa Rhodes, MEDC Executive Assistant Sheri Van Slycke

There were 10 guests present.

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

16-1218 Chairman Kuehn called for action on the Minutes of the McKinney Community Development Corporation Meeting of November 17, 2016. Board members unanimously approved the motion by Treasurer Myers, seconded by Secretary Doak, to approve the November 17, 2016 minutes.

16-1219 Chairman Kuehn called for the October Financial Report. Senior Financial Analyst Trevor Minyard reported revenue is above budget YTD by 15.83%. Sales tax figures came in 13.27% above last year's collection through October. Expenditures are below budget in total. The majority of MCDL fund's expenditures for the first month of fiscal year 2017 have been for expenses related to The Apex Centre project.

16-1220 Chairman Kuehn called for the November Financial Report. Senior Financial Analyst Trevor Minyard reported revenue is above budget

22.17%. Sales tax figures came in 11.76% above last year's collection through November. Expenditures are below budget in total. The majority of MCDC's fund's expenditures for the second month of fiscal year 2017 have been related to The Apex Centre project. The MCDC has made over \$27.2 million in expenditures related to the construction of The Apex Centre.

16-1221 Chairman Kuehn called for Consideration/Discussion of the Five Year Forecast of MCDC Financials. Senior Financial Analyst Trevor Minyard presented a probable forecast for the MCDC. The projected tables assumed a 4% growth in sales tax based on the last few years of historic growth. All of the expenditures are following inflation estimations. However, the main change is in the Services and Sundry account since that line item is inclusive of the transfer to The Apex Centre year over year. Once we get to the fiscal year 2019-2020, that the roughly \$1 million payment to The Apex Centre is scheduled to fall off in connection with the understanding that it will be in full cost recovery mode. The other large ticket item under Transfers to Other Funds is the \$5.5 million to the Parks Department and is assumed that will continue forward. The main item for Board attention is the growth of the Fund Balance up to \$36 million at the five year mark, outside of another large project commitment.

16-1222 Chairman Kuehn called for the Board and Liaison Updates.

Board Chair – Chairman Kuehn encouraged everyone to purchase their Apex Centre memberships after the first of the year.

City of McKinney – City Manager Paul Grimes reported the Nine Acre development is slated to begin work on or about January 15th. There will be some parking impact due to the construction of the Nine Acre site, however there are efforts to identify and implement alternative parking options. Newsome Homes, the new senior affordable housing is opening soon. Mr. Grimes continued that 100% of residential and 700

commercial inspection requests through the Development Services department were completed within one business day of the request. This information is indicative of Development Services increased responsiveness, and commitment in tracking performance measures. The housing market is still robust with 2,000 single family permits issued in 2016.

MPAC/Main Street - MPAC/Main Street Director Amy Rosenthal reported January 12th is the Winter Party, a tribute for Buddy Holly, Ritchie Valens and the Big Bopper. McKinney Bridal Show is January 21st, which is a terrific partnership with many merchants in downtown McKinney. MPAC will showcase The Hill Benders, a Bluegrass Opry on January 28th. In conclusion, on February 4th the Hot Club of San Francisco will entertain with silent movies and gypsy jazz.

McKinney Convention and Visitors Bureau – Sales Manager Vanesa Rhodes reported the MCVB assisted with nine weddings in the month of November. The Vintage Market Days was assisted by the MCVB and they utilized 17 room nights with the Comfort Hotel. The Collin County Realtors Group hosted their event at Piazza on the Green at Craig Ranch, however their hotel rooms nights went to the Wingate in Frisco. MCVB assisted with two day trips, the Greenville Chamber of Commerce and a group of ladies from Paris, Texas enjoying the McKinney downtown shopping. MCVB received and submitted 12 RFP's, with hopeful returns. MCVB received free media coverage during November through Community Impact News and Bubble Life.

Parks and Recreation - Assistant Director of Parks and Recreation Ryan Mullins reported on a number of construction projects in the works, such as the Goldstar Memorial bid opening on December 29th with hopes of presenting to City Council on January 17th. Bonnie Wenk Park Phase II goal date for bid opening is January 19th. Wilson Creek and Comegys Hike and Bike Trail plans have been approved by engineering and a

tentative date for bid opening is January 31st. Mr. Mullins expressed appreciation for all who attended the Dr. Mack Hill Park Dedication. There were over 100 guests at that dedication. The Apex Centre had an orientation for 64 staff members on December 10th at Old Settler's Recreation Center. Membership sales for the Apex Centre are at about 1,000 memberships.

16-1223 Chairman Kuehn called for the President's Report. President Cindy Schneible referred the Board to the monthly reports attached to the agenda. Ms. Schneible directed the Board to the final reports provided by grant recipients, and mentioned the quality of the reports have greatly improved. MCDC is accepting project grant applications through January 5th. The transition of the MCDC website to the City's platform is now complete, notwithstanding some final fine-tuning. In an effort to support the Board's priority for increased signage around the City, Ms. Schneible met with Parks staff to begin development of a proposal starting with Gabe Nesbitt. Additional updates will be provided as the process continues. The Quality of Life Award nominations are being accepted through January 5th and so far, eight nominations have been received. The award will be presented at the Chamber's Community Awards Celebration on February 17th.

16-1224 Chairman Kuehn shared the criteria that applicants must meet to be considered for Promotional and Community Event Grants. In addition, the requests for this grant period exceeded the \$50,000 fund balance, so the Board will have to allocate accordingly. Chairman Kuehn then called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by 3e McKinney (PC#17-01) in the Amount of \$4,000 for Advertising and Promotion of the 2017 Run for Cover Event. 3e McKinney Executive Director Jim Smith provided the presentation video. The mission of 3e McKinney is to engage volunteers in short and long-term community involvement; equip volunteers to serve

in love, grace and compassion; empower the under-resourced to long-term self-sufficiency. The Run for Cover Event helps 3e McKinney to fulfill the stated mission and takes place at Craig Ranch on April 8, 2017. It attracts participation from McKinney and across North Texas.

16-1225 Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by Collin County Historical Society and Museum (PC#17-02) in the Amount of \$6,225 for Advertising and Promotion of the World War I Centennial Commemoration. Collin County Historical Society and Museum Executive Director Mary Carole Strother provided the presentation sharing the history and goals of the Museum for the World War I Centennial Commemoration. The grant funds requested are for promotional advertising to encourage attendance for the Texas and Collin County World War I Centennial Commemoration exhibit running from March through November 2017. The advertising will be targeted to promote heritage tourism in McKinney.

16-1226 Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by Heard-Craig (PC#17-03) in the Amount of \$3,000 for Advertising and Promotion of the Art Meets Floral Event. President of the Board of Trustees for the Heard-Craig Center for the Arts Jody Lauden provided the presentation and shared the Art Meets Floral history and goals. The grant funds requested will provide promotional funding for this event. For the 2016 event, the advertising was strictly local, but for this year, the advertising will target the cities where the participating artists live. The event runs from April 25th-28th, with 50-100 visitors per day in estimated traffic.

16-1227 Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC#17-04) in the Amount of \$12,500 for

Advertising and Promotion of the 2017 Farmer's Market, Tour de Coop and Ice Cream Crank-off Events. Board members Doak and Glew recused themselves from the presentation and discussion of item #16-1227. Heritage Guild Executive Director Jaymie Pedigo provided the presentation for the Board. The grant funds requested will be used to promote the Historic McKinney Farmers Market, Tour de Coop and the Ice Cream Crank Off Events of 2017. Advertising is targeted to encourage visitors from McKinney and throughout the North Texas area, which includes Texas Highways or Texas Monthly magazines. Board members Doak and Glew returned to the meeting.

16-1228 Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC#17-05) in the Amount of \$5,000 for Advertising and Promotion of the 2017 Historic McKinney Triathlon and Kids Triathlon. Kiwanis Triathlon Chairman Dennis Williams provided the presentation and shared how this request fulfills the criteria mandate. The advertising and promotion of this event will be targeted to thousands of athletes throughout the Metroplex and surrounding states. It is also advertised in magazines, posted in running stores and health clubs, hospitals, sporting stores and centers. The expectation is over 1,000 participants and spectators. The Triathlon event will be April 23rd.

16-1229 Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#17-06) in the Amount of \$15,000 for Advertising and Promotion of the 2017 Arts in Bloom Event. Executive Director Amy Rosenthal provided the video presentation and shared the history and goals for the Arts in Bloom Event. Advertising and promotions will include a robust marketing campaign with potential television advertising, paid social media opportunities, digital billboards,

ads in sister city magazines and publications, radio spots and direct mail.

The 2017 Arts in Bloom event is April 7th, 8th & 9th.

16-1230 Chairman Kuehn called for Consideration/Discussion/Action on the Promotional and Community Event Grant Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$15,000 for Advertising and Promotion of McKinney Square Book Festival Event. Director and Founder of DEAR Texas Alan Bourgeois provided the presentation and shared the history and goals of DEAR Texas. The advertising and promotion of the event will include McKinney and up to 50 surrounding miles outside the city limit. In addition, a secondary outreach is worldwide through the DEAR Texas Radio and through the partnership with Book Festival Network. This event will be hosted by MPAC for a full day on June 3rd. Mr. Bourgeois also noted the request had been reduced to \$6,000.

Chairman Kuehn called for Citizen comments and there were none. Chairman Kuehn called for Board or Commissioner comments. Chairman Kuehn thanked the Kuehn family for attending the MCDC Board meeting and wished everyone a Merry Christmas.

Chairman Kuehn recessed the meeting into Executive Session at 9:24 a.m. per Texas Government Code: Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Chairman Kuehn reconvened the meeting to open session at 9:41 a.m.

Board members unanimously approved the motion by Board member Glew, seconded by Treasurer Myers, to adjourn. Chairman Kuehn adjourned the meeting at 9:42 a.m.

KURT KUEHN
Chairman