

## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**JANUARY 28, 2016**

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on January 28, 2016 at 8:00 a.m.

Board members Present: Chairman Scott Elliott, Vice Chairman Kurt Kuehn, Secretary David Clarke, Treasurer David Myers, Hamilton Doak, Michelle Gamble and Rick Glew.

Council Liaison Present: Councilwoman Tracy Rath

Staff Present: President Cindy Schneible

City Staff Present: Senior Financial Analyst Trevor Minyard, Assistant Director of Parks and Recreation Ryan Mullins, Main Street/MPAC Program Director Amy Rosenthal, Main Street/MPAC Special Events Coordinator Geoff Fairchild, MCVB Administrative Assistant Vanesa Rhodes, Director of Parks and Recreation Rhoda Savage, MEDC Executive Assistant Sheri Van Slycke.

There were 14 guests present.

- 16-094** Minutes of the McKinney Community Development Corporation Meeting on December 17, 2015. Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Secretary Clarke, to approve the December 17, 2015 minutes.
- 16-095** Chairman Elliott called for the December Financial Report. Senior Financial Analyst Trevor Minyard reported that MCDC revenue is above budget YTD by 11.25%. Sales tax figures came in 8.85% above last year's collection through December. Expenditures are below budget in total, with personnel expenses coming in approximately \$11,500 under budget through December. The major driver of expenses to date is related to the MAFC. Through December, MCDC has made over \$3 million in capital expenditures related to MAFC construction. Mr. Minyard reminded the Board that the interactive monthly financial report is available online on the City of McKinney website.

**16-096** Chairman Elliott called for the Board and Liaison Updates.

Board Chair – Chairman Elliott stated to fellow Board members and other community volunteers that with the increasing social media exposure we all receive, whether it be positive or negative, we shall continue to make the best decisions possible with the best information provided and with the best motives. Chairman Elliott reminded all involved how much they are appreciated.

City of McKinney – Senior Financial Analyst Trevor Minyard stated the City Council is holding their Strategic Planning Retreat this morning, and last Monday they selected the search firm for the City Manager position.

Main Street & MPAC – Main Street/MPAC Program Director Amy Rosenthal introduced Geoff Fairchild, Main Street/MPAC's new Special Events Coordinator. There are many wonderful events coming up in February, including Travis Tritt this Friday night, which is sold out. The Krewe of Barkus parade is on February 7, just before Fat Tuesday. Be sure to come out for the hilarious comedy of Hooking Up With The Second City at MPAC on February 9. Our Friday Night Flick on February 12 will be Top Gun, and Friday, February 26, will be BeatleMania.

McKinney Convention and Visitors Bureau - Administrative Assistant Vanesa Rhodes reported that McKinney has been selected as the designated sight for the Texas Downtown Association Convention. This will take place November 6-10, 2017. We will be using more than the Sheraton Hotel to accommodate this group, as they will be bringing 250-300 attendees. They will also be featuring the downtown/historic districts and using some of the downtown venues for workshops. MCVB received seven RFP's from the Texas Connect show that staff attended in Frisco last month.

McKinney Economic Development Corporation – Interim President Abby Liu reported in the most recent MEDC Board meeting, the Board

approved four new projects to bring to the City of McKinney. Ms. Liu was invited to be a panelist speaker for the Collin County Association of Realtors last week with about 300 realtors in attendance. During the presentation, Ms. Liu was able to discuss many of the wonderful attributes of McKinney, including, but not limited to the McKinney Aquatic and Fitness Center. Also, as a reminder, next Saturday evening is the Chinese New Year's Gala, and two MCDC Board members will be attending.

Parks and Recreation - Director of Parks and Recreation Rhoda Savage reported staff is closing out four projects over the next few weeks. On February 4, bids will be opened for the Community Center's patio expansion. Today, staff had the kick-off meeting with the designer for the Tennis Courts, Shrickel Rollins and Associates. Staff finished coordination for the All-Abilities concept design for Bonnie Wenk Phase II and it's quickly moving forward. There are four trail projects in the design process and they are about 30% complete. Staff is currently interviewing two new design firms for Gray Branch and Scott Elementary. Staff is in negotiations with three different groups for some private-public partnerships. The Master Plan Committee Tour is scheduled for February 27, which will be followed up in March with a work session for an even deeper understanding of what is involved and the next steps. Assistant Director of Parks and Recreation Ryan Mullins reported the MAFC Manager position is currently being advertised and closes next Friday, February 5. So far, about 60 people from across the United States have applied. Interview appointments will get started at the end of next week. On another note, the Annual Daddy/Daughter Dance is Friday, February 5, and while parking is the biggest hindrance to this event, the intimacy the Community Center provides makes it pretty special. Another family fun event is the Towne Lake Trout Derby coming up on Saturday, February 20, which is co-sponsored by Texas Parks and

Wildlife.

**16-097** Chairman Elliott called for the President's Report. President Cindy Schneible mentioned she would like to go over a few of the highlights from the Presidents monthly report that was sent to the Board a few days ago. Ms. Schneible and the Board's marketing committee members, have met with the City's Communications and Marketing team to discuss plans for recognition of the 20<sup>th</sup> anniversary of MCDC. The first step was to develop messaging about the importance of buying local and the impact the funds generated have on quality of life in McKinney. In the Board packet is an ad that has been developed by the Marketing team that combines the buy local and 20<sup>th</sup> anniversary message. Based on the discussions held, the plan is to utilize events in McKinney, scheduled between April and the end of the year, that provide an opportunity to focus attention on projects and facilities funded by MCDC and made possible as a result of buying local. The Marketing committee will meet with the City's video producer, Karl Suchman and the Communications and Marketing team to discuss creation of a video as part of the overall plan. Ms. Schneible indicated a meeting of the performance facility subcommittee will be scheduled to discuss next steps. The progress on the Aquatic and Fitness center is on schedule. The structure went vertical about a week ago, and if anyone has not had a chance to drive-by, please do so. Tomorrow is the deadline for the Cycle I Project Grants, and a couple of applications have come in. Ms. Schneible spoke with Juli Smith concerning the All-Abilities Playground grant, and they will probably wait until the next cycle to submit their application. They understood comments about the need for fundraising efforts outside of MCDC to make the project a success. Finally, as part of the Leadership McKinney and other leadership groups in the North Texas area, there is a Regional Leadership Day Luncheon on February 25, if anyone is interested we can secure the tickets for you.

- 16-098** Chairman Elliott called for the Promotional and Community Event Grants-Final Reports. Ms. Schneible stated all the reports are included in the Board packet.
- 16-099** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Events Grant Application Submitted by Run for Cover/3e McKinney, in the Amount of \$5,000 (PC#16-01) for Advertising and Promotion of the 2016 Run for Cover Event. Mr. Jim Smith, Run for Cover Race Director gave his presentation outlining the purpose of 3e McKinney is to engage and coordinate externally focused churches into channeling their resource into the community in order to bring honor to God, hope to the impoverished, and make a positive impact on the community. The \$5,000 grant would be used for advertising and promotion of the April 9, 2016 run, and all net proceeds will be donated to The Samaritan Inn and Shiloh Place.
- 16-100** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Events Grant Application Submitted by The Heritage Guild of Collin County, in the Amount of \$12,750 (PC#16-02) for Advertising and Promotion of: Chestnut Square General Marketing; Advertising and Promotion of Wedding Venue; 2016 Farmers Market; 21st Annual Killis Melton Ice Cream Crank Off; and Various Education Programs. Ms. Jaymie Pedigo, Executive Director of The Heritage Guild of Collin County provided the presentation explaining the benefits of Chestnut Square to the McKinney historic district and the tourism it attracts, and the services to the community it provides. The \$12,750 funds would be used exclusively for advertising and promotion of Chestnut Square.
- 16-101** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Events Grant Application Submitted by Crape Myrtle Trails of McKinney Foundation, in the Amount of \$6,000 (PC#16-03) for Advertising and Promotion of the 2016 Crape Myrtle Run

the Trails Event. Phil Wheat, Board President for CMT gave a presentation and conveyed the positive impact the annual 2016 CMT Run has on McKinney. The funds raised are used enhance McKinney's World Collection Park, promoting strategic plantings of crape myrtles in key venues, and continuing to award cash grants to Physical Education Departments of McKinney Schools. The grant funds of \$6,000 requested will be used to advertise and promote the 2016 Crape Myrtle Run.

**16-102** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Events Grant Application Submitted by Embrace Waiting Children, Inc., in the Amount of \$2,500 (PC#16-04) for Advertising and Promotion of the 2016 Fairways for Families Golf Marathon and 5K. Mary Wells, Program Manager, presented the goals and objectives of the 3<sup>rd</sup> Annual Families Golf Marathon and 5K. Funds raised from fundraising events are used to engage in a non-profit ministry helping churches and communities to support the care of orphans and neglected, abused and traumatized children. The grant funds of \$2,500 will be used to promote and advertise the 2016 Fairways for Families Gold Marathon and 5K.

**16-103** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Events Grant Application Submitted by Heard Wildlife Museum, in the Amount of \$3,000 (PC#16-05) for Advertising and Promotion of the 2016 Texas Heritage Festival. Stephanie Jennings, Marketing Director presented the goals of the fundraising efforts of the 2016 Texas Heritage Festival. Funds are used by the Heard Wildlife Museum to not only enhance tourism to McKinney, but also for education about natural science, introducing the natural history of Collin County, and reconnecting people with the natural world. The grant funds of \$3,000 will be used for advertising and promotion of the 2016 Texas Heritage Festival.

**16-105** Chairman Elliott called for the Consideration/Discussion of the

Promotional and Community Events Grant Application Submitted by McKinney Main Street, in the Amount of \$15,000 (PC#16-07) for Advertising and Promotion of Arts in Bloom 2016. Amy Rosenthal, Director gave the presentation explaining the focus of Arts in Bloom as the annual spring arts festival of McKinney. In addition to showcasing the talent and work of local artists, the wine and craft beer aspect of the festival, along with other components, will provide an opportunity for Arts in Bloom to generate funds for Main Street that will be used for other events that will take place in Historic Downtown McKinney. Grant funds of \$15,000 will be used exclusively to promote and advertise for Arts in Bloom 2016.

**16-106** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Events Grant Application Submitted by ManeGait Therapeutic Horsemanship, in the Amount of \$7,500 (PC#16-08) for Advertising and Promotion of the 2016 Gaitapalooza Event. LeAnn AuBuchon, Director of Marketing and Development gave the presentation explaining the goals and objectives of Gaitapalooza are to raise funds for ManeGait programs which increase the quality of life for adults and children with disabilities, raise awareness of ManeGait programs, and support the local community by promoting local businesses and providing a family-friendly activity for residents of McKinney and surrounding areas. The grant funds of \$7,500 will be used to promote and advertise for the 2016 Gaitapalooza.

**16-107** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Events Grant Application Submitted by Smiles Charity, in the Amount of \$15,000 (PC#16-09) for Advertising and Promotion of the 2016 Smiles Charity Concert and Family Festival. Wendy Shelley, Smiles Core Committee Member gave the presentation explaining the goal of the 9<sup>th</sup> Annual Smiles Charity Concert which is to raise funds for their 11<sup>th</sup> home this year for a disabled veteran. The grant

funds of \$15,000 will be used for advertising and promotion of the 2016 Smiles Charity Concert.

**16-108** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Events Grant Application Submitted by The WERX, in the Amount of \$11,000 (PC#16-10) for Advertising and Promotion of: Start-Up Local Competition; Innovate McKinney; Innovate Her Competition; 2nd Annual Hot Tech Chili Cook-Off. Mark Cottam, Board member for the WERX gave the presentation explaining how the fundraising events will be used to continue to the work of the WERX incubator to nurture start-up technology businesses with the goal of keeping them in McKinney as they grow and become successful. The grant funds of \$11,000 will be used to promote and advertise the fundraising events to draw participants from throughout North Texas.

**16-104** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Events Grant Application Submitted by McKinney Kiwanis, in the Amount of \$5,000 (PC#16-06) for Advertising and Promotion of the 2016 Historic McKinney Kiwanis Triathlon. Dennis Williams, Race Chairman gave the presentation explaining the goal of this event is to make a significant impact on the quality of life in McKinney by promoting the physical aspect of wellness and have chosen the triathlon route to incorporate the historic nature of McKinney and to draw new visitors to our town. The grant funds of \$5,000 will be used to promote and advertise the 2016 Historic McKinney Kiwanis Triathlon.

Chairman Elliott recessed the meeting into executive session at 9:15 a.m. per the Texas Government Code: A. Section 551.087 Deliberation Regarding Economic Development Matters: Project #15-03 Gateway, Project #14-09 Aquatic and Fitness Center and Project #14-12 TAPS. Chairman Elliott reconvened into open session at 9:35 a.m.

**16-121** Chairman Elliott called for the Consideration/Discussion/Action of the Quality of Life Award. MCDC Board voted by ballot to select the Quality



of Life Awards winners. The nominees were St. Peter's Episcopal Church (Empty Bowls), Collin County Master Gardeners Association, Councilman Don Day, Collin College, Dana Riley, Sherri Hurley, Smiles Charity, Lynne Sipiora and Jake Joplin. Board members discussed the extraordinary work that all the nominees have contributed to the community. Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Glew, to approve two winners. This year's award recipients are St. Peter's Episcopal Church (Empty Bowls) and Dana Riley, Executive Director Volunteer McKinney.

Chairman Elliott called for citizen comments and there were none.

Chairman Elliott called for Board and Commissioner comments. Secretary Clarke mentioned the Vision 2040 plan, and how thrilled he is to see so much interest there is in improving our community. Board member Doak stated the City is considering parking meters downtown which would be helpful on a two-fold basis. One, the parking meters would pay for themselves, including enforcement. Two, it would drive people to the free parking lots available around town and help alleviate the overcrowded downtown parking.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Secretary Clarke, to adjourn. Chairman Elliott adjourned the meeting at 10:19 a.m.

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SCOTT ELLIOTT  
Chairman