

McKinney Community Development Corporation
Committee Meeting to Discuss a Buy Local Initiative
January 27, 2014

Members of the subcommittee assigned to discuss and develop a plan for a “Buy Local” campaign designed to educate McKinney residents about the impact of their buying decisions and the sales tax revenue generated through local purchases that directly supports the community met on January 27, 2014 at 7:45 a.m. Subcommittee members present included George Fuller, Kurt Kuehn and David Myers. Executive Director Cindy Schneible and Marketing Director Cayti Stein were also present.

The subcommittee members reviewed the elements of the Buy Local campaign executed through the McKinney Chamber and discussed options for extending the campaign with a message regarding local sales tax revenue and the impact on community and economic development – as well as services provided by the City of McKinney.

Subcommittee members agreed that a first step was to seek input and reaction to a potential campaign from a variety of contacts, including advertising and creative experts.

Future meetings will be scheduled for planning purposes and making recommendations to the board.

The subcommittee concluded the meeting at 8:45 a.m.