

## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**JUNE 24, 2021**

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, June 24, 2021 at 8:00 a.m.

Board Members Present: Chairman Jackie Brewer, Vice Chairman Rick Glew, Secretary Mary Barnes-Tilley, Treasurer Angela Richardson-Woods, and Board Members Kathryn McGill, David Kelly and John Mott.

Board Alternate Present: Deborah Bradford.

Board Members Absent: None.

Council Members Present: Councilman Frederick Frazier.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Financial Compliance Manager Chance Miller, Assistant Director of Parks and Recreation Ryan Mullins, Visit McKinney Director Dee-dee Guerra, Downtown Development Manager Andrew Jones, MPAC Marketing and Development Specialist Jakia Brunell, Main Street Special Events Coordinator Gregory Hearn, and MCDC Administrative and Marketing Coordinator Linda Jones.

Chairman Brewer called the meeting to order at 8:02 a.m. Chairman Brewer announced that today is National Bomb Pop Day and National Handshake Day. She shared the word for today, which was appreciation and encouraged everyone to think of ways to show appreciation to others. Pastor Myron Bradford of New Jerusalem Baptist Church led the invocation, which was followed by the Pledge of Allegiance.

Chairman Brewer called for public comments on agenda items, and there were none.

Chairman Brewer called for a motion on the consent items. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Vice Chairman Glew, to approve the following consent items:

- 21-0545** Minutes of the McKinney Community Development Corporation TUPPS Project Subcommittee Meeting of May 27, 2021.

MCDC MINUTES

<DATE>

PAGE 2

- 21-0546** Minutes of the McKinney Community Development Corporation TUPPS Project Subcommittee Meeting of May 19, 2021.
- 21-0547** Minutes of the McKinney Community Development Corporation TUPPS Project Subcommittee Meeting of June 2, 2021.
- 21-0548** Minutes of the McKinney Community Development Corporation Meeting of May 27, 2021.
- 21-0549** Minutes of the McKinney Community Development Corporation Potential Project Subcommittee Meeting of May 20, 2021.
- 21-0550** Minutes of the McKinney Community Development Corporation Potential Projects Subcommittee Meeting of June 8, 2021.
- 21-0551** Chairman Brewer called for the Financial Report. Financial Compliance Manager Chance Miller shared that revenue for the month of May was \$1.8 million and expenses totaled \$1.7 million, including \$1.2 million for parks projects. The result was a net increase of \$108,000. Sales tax reported for May is for March sales and showed a 43.5% increase over 2020. During the same period, Frisco saw a 43% increase, Allen saw a 46% increase and Plano saw a 1% decrease. He added that these numbers are not from new businesses, but they reflect increases from existing businesses over their 2020 sales for the same period. He added that the year-to-date sales tax increase is about 11.5%, which is just about twice the budgeted amount. Chairman Brewer asked for questions on the Checks Issued report, and there were none.
- 21-0552** Chairman Brewer called for Board and Liaison Reports.  
Board Chair. Chairman Brewer reminded Board members to bring backpacks and school supplies for Love Life Foundation at the July Board meeting and encouraged other Boards and Commissions to participate in this program. Treasurer Richardson-Woods shared that the

TUPPS Project Subcommittee met twice since the last regular Board meeting. Discussions were focused mostly on scheduling, budget, materials and community outreach. She added that Keith Lewis presented to Planning and Zoning Commission this past Tuesday. The subcommittee will meet next on June 30. Chairman Brewer thanked the Planning and Zoning Commission for the direction and approval regarding the TUPPS project. Vice Chairman Glew added his appreciation to the Planning and Zoning Commission for considering the multiple factors regarding the TUPPS project as a whole and what it will bring to McKinney.

City of McKinney. City Manager Paul Grimes commented on the good news surrounding the financial report, and added that the inflation rate is around 5%, which is the highest it has been in years. It is still uncertain if this is a transitory rate in response to the economic downturn due to the pandemic, or if it is related to other policies in place that are driving it, or perhaps a combination of the two. The city will watch the trend, as it impacts the City's budget. Mr. Grimes shared his appreciation for Empress Drane and Jakia Brunell and others who worked to make the Juneteenth Celebration a huge success, noting that this project is a perfect example of "Leadership at All Levels" which is an integral part of the City's HPO philosophy. Mr. Grimes stated that completed Census data should be available September 30, and the City will begin working with a consultant to establish redistricting plans based on that data. The new Council districts will be effective for the local elections in 2023. Mr. Grimes encouraged the Board to watch Michael Kowski's presentation at the Council Work Session on June 22 regarding parkland dedication fees. Treasurer Richardson-Woods, Board member Kelly and Chairman Brewer sought clarification regarding redistricting, and Mr. Grimes stated that the City will not create any new districts, but that each district will expand to include about 50,000 more residents. Consultants will

recommend a new map, and Council will ratify the new districts. Mr. Grimes added that one priority in redistricting is to make sure that the Council incumbents remain in their current district.

Visit McKinney. Director Dee-dee Guerra announced that the Visit McKinney Board will not be meeting this month. She shared that Steven Powell with Destination Services is in town conducting research for their strategic plan and encouraged everyone to complete any surveys they receive. Visit McKinney is working with the Dallas Film Commission on a potential film and TV series project. Ms. Guerra announced that the new Visit McKinney website launched on June 10, and they are refining the layout. She added that they are working with influencers and magazines. Ms. Guerra shared some Byron Nelson hotel statistics as follows: McKinney had 745 rooms, Allen had 1,032 rooms, Frisco had 644 rooms and Plano had 1,002 rooms. Treasurer Richardson-Woods inquired about why sister city hotels hosted more Byron Nelson guests than McKinney. Ms. Guerra stated that McKinney only has one full-service hotel. Additionally, the Omni in Frisco is a major tournament sponsor. Regarding next year's tournament, Visit McKinney is working with Byron Nelson staff to ensure guests are encouraged to stay in McKinney, but the reality remains that we do not currently have the preferred accommodations.

McKinney Economic Development Corporation. Chairman Brewer directed Board members to the report attached to the agenda.

McKinney Main Street/MPAC. Marketing and Development Specialist Jakia Brunell shared that the Juneteenth Celebration was an incredible success with family-friendly activities, food trucks, entertainment and community leaders speaking about the holiday. She shared that the July 4 events will be held on Saturday, July 3, this year, starting with the parade at 10:00 a.m. in Downtown, followed immediately by Runway Rock Stars event at MPAC organized by Beautiful Lives Project. The

fashion show will feature hometown celebrities, including some friends from Hugs Café. The project's mission is to bring awareness and raise funds for non-profits benefiting the special needs community. Then, the Yankee Doodle Block Party will be on East Louisiana. MPAC staff members are excited to showcase the new seats in the Courtroom Theater, which are historically appropriate but provide for many seating options. Ms. Brunell shared that MPAC is hosting two sold-out performances of the Sinatra Experience, but there are still tickets for the Elvis: From Memphis to Vegas show on July 10. Also, on July 10 is the SBG Margarita Stroll. She invited everyone to dust off their parachute pants and get ready for the Eighties Dance Party on July 24 at MPAC. Ms. Brunell asked for questions, and there were none.

McKinney Parks and Recreation. Assistant Director Ryan Mullins shared his appreciation for the community support for the Juneteenth Celebration. Mr. Mullins announced the following upcoming events:

- July 3 – Red, White & Boom Parade at 10:00 a.m. and activities that evening at Craig Ranch to include activities & food trucks at 5:00 p.m., music starting at 6:00 p.m. and fireworks at 9:45 p.m.
- July 3 – Splish Splash Freedom Bash at Apex from 7:30 -10:30 p.m. Guests can watch fireworks from the pool. Cost is \$10/person. 350 people are already registered for this event.
- July 4 – Car Show at Craig Ranch from 10:00 a.m. to 2:00 p.m. This location provides room for more cars than usual, and the event typically draws about 1,000 people.
- July 10 – Ribbon-cutting ceremony at Old Settler's Recreation Center from noon to 6:00 p.m. will include tours, demonstrations, indoor and outdoor activities and food trucks. He added that there is a digital kiosk at this location as well as one at Towne Lake.

- July 17 – Opening Ceremony and Open House for Senior Recreation Center from 10:00 a.m. to noon with tours of the facility. Memberships were canceled during the pandemic and remodeling but are climbing quickly.
- July 24 – Cottonwood Park Opening with Movie in the Park and food trucks.

The Parks Department has a social media campaign asking residents to share what they appreciate most about our parks and what they would like to see that we do not currently have in our system. Mr. Mullins added that one Parks Department goal is to remain flexible to bring new things to the area like lacrosse, pickleball and cricket. Vice Chairman Glew shared his excitement that the kiosks are being installed and complimented the team on the Senior Center renovations. He added his appreciation for the coordination and success of the Juneteenth Celebration.

**21-0553**

Chairman Brewer called for the President's Report. President Schneible directed the Board to the reports attached to the agenda, highlighting the final report from the McKinney Philharmonic Orchestra grant. She thanked Chairman Brewer for representing MCDC at the Serve McKinney Zoom event on June 3, which shares information about Boards and Commissions and encourages applications. She added that the deadline to apply was June 18, and interviews will be in July and August. Ms. Schneible complimented those who worked on the Juneteenth Celebration, citing the historical significance of Finch Park and the incredible success of the event including great attendance. She announced that the Collin County Children's Advocacy Center broke ground on their new facility in McKinney. Ms. Schneible reminded the Board of the June 30 deadline for Project Grant applications, which will be presented to the Board at the July meeting, adding that the budget

balance for the year for Project Grants is about \$865,000. Ms. Schneible acknowledged Board members for their dedication and extra time given serving on the various subcommittees. Chairman Brewer shared her appreciation for the amount of time Board members spend in service to MCDC and the City.

**21-0554** Chairman Brewer called for consideration and discussion on a status update on Project #20-09 for the rehabilitation and revitalization of the property located at the southeast corner of Greenville and Dungan Streets to create a world-class cultural and entertainment destination to serve as a catalyst for economic development East of Highway 5 in McKinney, Texas. Keith Lewis, Owner and Founder of TUPPS Brewery, expressed his appreciation for the Board's support at the Planning and Zoning Commission meeting, which was the first step towards site approvals. Mr. Lewis shared that they recently walked the surrounding neighborhood seeking input but were only able to reach one household. They will be inviting East McKinney residents to an information and input event tentatively set for July 8 at the Flour Mill. They are planning a groundbreaking/block party that will include residents and community leaders. Mr. Lewis shared that SpawGlass, their general contractor, has committed to be mobilized on site in August. An effort to secure initial construction estimates were based on 50% complete construction documents and resulted in only a few responses with estimates well over-budget. The revised plan is to reach out again for estimates once they have 95% complete construction documents. Mr. Lewis shared charts that show commodity pricing for steel and lumber plus labor, indicating that their first bids went out at the pricing peak, but prices are coming back down. Mr. Lewis shared some alternate value engineering decisions they have made including lowering the brewery building from 40' to 32', reducing a water line from 3" to 2" and rerouting utilities in a

more cost-effective way. He shared a timeline from SpawGlass indicating the goal to start construction on August 10, brewery building substantial completion on April 1, and substantial completion of entire site by April 21. Additionally, Mr. Lewis shared a timeline including a due date for 95% construction documents of July 2, ordering materials for the pre-engineered metal building of August 2, and subcontractor selection on September 7. Mr. Lewis shared several site renderings and an aerial schematic. He expressed his appreciation in working with the Fire Department on solutions to reduce the width and change the layout of fire lanes. Next steps include site approval from Planning and Zoning Commission in July. Board member Kelly commented on the interest and support of this project from Planning and Zoning Commission and thanked City Manager Grimes for his support in facilitating the conversation with the Fire Department. Mr. Kelly, Vice Chairman Glew, Secretary Barnes-Tilley and Board member McGill shared their excitement for the project and appreciation for TUPPS being great community partners. Mr. Lewis added that the new site will allow them to brew 50,000 barrels annually which would make them the second largest craft brewer in Texas; they are currently the tenth largest. He added that they are expanding to the Houston market in March/April 2022. Chairman Brewer expressed her excitement for a fun facility for corporate events. Treasurer Richardson-Woods added that she is looking forward to the cultural events that will engage the surrounding community. Secretary Barnes-Tilley asked if TUPPS will have the capacity to brew some of their seasonal offerings year-round, and Mr. Lewis said they would have that capability. He shared that the brewhouse they are constructing will be twice the size of what they currently have and has a 15-barrel pilot system for small batches only available on site. He added that the seltzer market is growing and their offerings in this market are expanding, adding that they are also looking to offer some non-alcoholic drinks.

Chairman Brewer shared that Promotional and Community Events grant presenters will have three minutes to present. This allows for time for questions and answers.

**21-0555** Chairman Brewer shared that the Promotional and Community Event Grant application submitted by Heritage Guild of Collin County (PC 21-11) in the amount of \$15,000 for the advertising, marketing and promotion of Farmers Market, educational programming, Ghostly Hauntings, Murder Mystery, Legends of McKinney Ghost Walk, and Holiday Tour of Homes would not be presented at the meeting but that the application and the slide presentation were both attached to the agenda for board member review.

**21-0556** Chairman Brewer called for consideration/discussion of Promotional and Community Event Grant application submitted by Colorful Collaborations (PC 21-12) in the amount of \$14,475 for the advertising, marketing and promotion of Día De Los Muertos Celebration. Jason Hernandez of Legacy Keepers was joined by Wendy Kidd of Each and Every Detail. Mr. Hernandez shared that this event serves to promote the historic legacies of McKinney's Black and Hispanic communities. The event will be October 16 at Mitchell Park in Downtown McKinney. Día De Los Muertos originated in Mexico and celebrates a day when those who have passed can return to visit those who are living. It is celebrated in Mexico, Latin America and Central America. There is no connection to Halloween. Unlike other Day of the Dead Events in the area, the McKinney event will keep true to the elements of its meaning and strive to educate people to the significance of the Day of the Dead and its connection to Mexican culture. Additional goals of the event will be to showcase the work of Legacy Keepers and encourage participation in its efforts. Ms. Kidd shared the marketing budget which includes elements

to help lay the foundation for future events. Overall expenses for the event are \$31,175 and revenues are \$21,050. Success will be measured by attendance, monetary impact, and educational impact. Attendance goal is 3,000 to 5,000, and excess funds will be used to support Legacy Keepers. Chairman Brewer asked how they arrived at their attendance goal, and Ms. Kidd shared that they based the number on Amy Rosenthal's estimate of average attendance for similar events in Downtown McKinney. Chairman Brewer asked about the types of vendors they hope to have, and Mr. Hernandez shared the vendors will include the Monarch Butterfly Initiative, which has a direct relationship to Día De Los Muertos because there is a belief by some that the migrating butterflies are the souls of family members who have passed. TUPPS will also be a vendor. They will seek Hispanic-owned businesses as vendors, food trucks will serve a variety of Hispanic foods, and they will give the various Hispanic cultures an opportunity to have booths to present and educate about their cultures. Vice Chairman Glew encouraged all grant applicants to cross-promote with Main Street, the City and Parks and Recreation Department opportunities. Mr. Hernandez added that while the inaugural event is planned for Mitchell Park, future events will hopefully be at Old Settler's in East McKinney.

**21-0557** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by Crape Myrtle Trails Foundation (PC 21-13) in the amount of \$10,000 for the advertising, marketing and promotion of the 2021 Crape Myrtle Trails Run and Festival. Crape Myrtle Trails Foundation board member Phil Wheat shared one of the overall goals is to partner with the City for a better community. Crape Myrtle Trails Foundation provides crape myrtles to every fifth-grade student in McKinney, so students have a gift for their mothers on Mother's Day. He added that McKinney is officially

America's Crape Myrtle City. Susan Shuttleworth shared the marketing plans which include social media, print, radio, yard signs, posters and flyers, banners and billboards. Mr. Wheat shared that they are making a bigger effort to attract participants from outside of McKinney. Vice Chairman Glew asked about the marketing efforts that have worked and have not worked in the past. Ms. Shuttleworth shared a slide that highlighted past marketing efforts and shared that they determine what promotion is working based on a registration survey of how participants heard about the run. Additionally, on-site counters are used to determine the number of people who attend the free festival events. Mr. Wheat added that the event has a petting zoo and bounce houses, and the principal and PE coach from the school with the most runners must kiss Myrtle the Pig.

**21-0558** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Main Street (PC 21-14) in the amount of \$15,000 for the advertising, marketing and promotion of the re-opening of Louisiana Street after the completion of the Light Up Louisiana improvement project. Downtown Development Manager Andrew Jones shared that McKinney Main Street is a 501(c)3 that supports the Historic Downtown through promotion of the area as a destination and continued economic development of the district. The Light Up Louisiana infrastructure project was a multi-year project to widen sidewalks, resolve aging utilities issues, enhance lighting, and improve and beautify the street. Mr. Jones shared some before and after photos of the project. Main Street support for the businesses impacted by the construction included bi-weekly contractor meetings and a summer valet. The construction on East Louisiana has been more complex than expected and has significantly impacted the 30+ businesses on the blocks east of the square. Main Street has been

supportive through coffee with the contractors, signage, coupons and event coordination. The request is for promotional funds to support the grand reopening events and ongoing campaign highlighting the completed improvements and encouraging visitors and shoppers to come to the cultural district, specifically highlighting those businesses most impacted by the construction. The general marketing plan includes billboards, print ads and digital ads. Success will be measured in overall traffic. Board member Kelly asked for clarification of the abbreviation of C.I., and Mr. Jones shared that it represents the Community Impact newsletter. Board member Kelly asked if the street will be closed for the event, and Mr. Jones replied that the streets will be closed in late August for a ribbon-cutting event. Vice Chairman Glew asked for more information about the actual event. Mr. Jones shared that plans are to close the streets for the Grand Re-opening Block Party which will have live music and offer an opportunity for the impacted merchants to come out in the streets and showcase their products. The goal is to showcase the improvements and promote that Downtown is fully open for business. Vice Chairman Glew asked about the decision to submit two grant requests for consideration. Mr. Jones replied this is a one-time request to mitigate some of the negative impacts of the construction project and of COVID. These promotional efforts are essentially an investment in keeping Downtown McKinney in the forefront of everyone's minds. He emphasized that the advertising would highlight the Light Up Louisiana improvements while focusing on bringing foot traffic to the 150 small businesses in Downtown. Board member Kelly mentioned that Mr. Jones is business owner on Louisiana, and Mr. Jones shared that Director Amy Rosenthal was initially slated to make this presentation but was out of town.

**21-0559** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney ISD Athletics Department (PC 21-15) in the amount of \$15,000 for the advertising, marketing and promotion of the 2021 NCAA Division II Championship Football Game. Angie Bado, Marketing Chair for D2 McKinney Committee, announced that McKinney will host the NCAA D2 Football Championship at MISD Stadium on December 18, 2021. This is a huge collaborative effort between the City, MISD, NCAA, Lone Star Conference, Visit McKinney and the community. The goal is to drive economic impact for McKinney. Several events planned to promote the game will help achieve this goal including Tacos, Tequila and Cerveza on December 16-18; Fan Fest at TUPPS on December 17; shopping and food tours on December 17; potential trolley tours; Chestnut Square historical tour; and photos with Santa during the game. Marketing goals include attracting visitors to McKinney, increasing the number of overnight stays in McKinney during game week, promoting McKinney's hospitality industry, promoting community engagement, and increasing game attendance. The marketing plan includes social media; digital channels including Community Impact, D2football.com and Google ads; radio; print; billboards; NCAA website; and an onsite event app. This application request represents about 75% of the total marketing budget. Ms. Bado showed examples of social media and photos from 2019 events. She reported that attendance for the 2018 game in McKinney was 4,300 and hotel rooms were 195. With a more robust marketing effort in 2019, these numbers increased to 5,346 for attendance and 560 for hotel rooms. She added that with only one full-service hotel in McKinney, the event lost about \$30,000 in hotel revenues to Allen. Secretary Barnes-Tilley inquired about new hotels in McKinney since 2019. Visit McKinney Director Dee-dee Guerra stated that, since the Sheraton is McKinney's only full-service hotel, they partner with Allen to

host the second team. Ms. Bado added that teams need a hotel with conference rooms and common areas. She shared that the team staying in Allen did spend time and money in McKinney at Hutchins and other restaurants. Chairman Brewer asked if the teams could use the conference centers at MISD Stadium or Collin College, and Ms. Bado replied that the stadium rooms are generally occupied by NCAA and ESPN. She added that the teams prefer to have meeting rooms where they are staying. Vice Chairman Glew asked about their efforts to increase game attendance and participation from McKinney residents, and Board member McGill asked about the target audience for the print marketing. Ms. Bado shared that print advertising will be focused within a 300-500 mile radius, adding that MISD promotes through the schools. City Manager Grimes added that the NCAA does not measure success by attendance, because the teams may be from far away and local residents generally are not as interested in a D2 game, especially during high school football playoffs. He added that the stadium is full when they host high school playoff games. The measure of success is the team experience and the fan experience. Ms. Bado stated that NCAA moved the game to McKinney, because we are centrally located and travel to the area is easy. She added that the NCAA is extremely happy with the service and experience McKinney offers. Ms. Guerra added that the national promotion McKinney receives from the game is tremendous and is not something we could ever pay for. Board member Mott questioned if they have had conversations with NCAA about ramifications of specific legislative initiatives if passed in Texas. Ms. Bado stated that, at present, the NCAA representative who will oversee this event is focused on baseball, so they have not had those conversations. She reiterated that the NCAA has been very happy with the event in McKinney, adding that D1 is more visible than D2. Ms. Bado will send the presentation to Linda

Jones as a PowerPoint, and Ms. Jones will make sure Board members have an opportunity to see the videos in the presentation.

**21-0560** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by SBG Hospitality (PC 21-16) in the amount of \$15,000 for the advertising, marketing and promotion of the 2021 McKinney Wine and Music Festival. Andrew Stephan thanked the Board for the ongoing support, especially for the Sip & Stroll Series which still has a couple of events left including the Margarita Stroll on July 10. The 15<sup>th</sup> McKinney Wine & Music Festival will be October 16 and 17 at Towne Lake Park. The event is expected to double in attendance from 5,000 in 2019 to 10,000 this year. Goals for the event are to promote tourism, create a fun experience for residents and showcase McKinney as a unique and music-friendly destination. The festival will feature over 30 national and local wineries and will triple its musical offerings with the addition of a second stage and local musicians being highlighted throughout the festival. While this is a for-profit event, donations from ticket sales and the grape stomp will benefit The Warriors Keep and Love Life Foundation. Success will be based on attendance and feedback from attendees and the 80+ local participating vendors. The event is free to attend, while tickets for wine tastings may be purchased. Towne Lake Park will offer the perfect setting for a larger than ever festival with nonstop live music on two main stages, music at tents throughout the festival, more than 80 local businesses and vendors, a grape stomping contest, culinary demos and photo props. Specifically, the marketing plan includes social media, digital ads on websites, public relations efforts to get TV coverage, utilizing a broad email database, event flyers, local print ads, local radio, and website updates. Treasurer Richardson-Woods asked about the time of the event, and Mr. Stephan stated that the times are noon to 7:00 p.m. on Saturday and noon to 5:00

p.m. on Sunday. Vice Chairman Glew clarified with Jason Hernandez that the Día De Los Muertos Celebration on October 16 will be from noon to 8:00 p.m. Mr. Glew encouraged SBG to help cross-promote the Día De Los Muertos event and the McKinney Downtown Square. Mr. Stephan agreed and acknowledged that one goal of their events is to encourage attendees to make their way to Downtown, and Mr. Glew suggested signage or a booth promoting Día De Los Muertos. Chairman Brewer also encouraged Mr. Hernandez to cross-promote the Wine & Music Festival at the Day of the Dead Celebration. Ms. Brewer asked about the time slot strategy, and Mr. Stephan stated that they do not plan to implement those procedures that were designed to support social distancing during COVID; however, they are continuing those procedures with the Sip & Stroll Series. Board member Kelly asked about the number of events SBG is holding in McKinney versus other cities and if other cities are providing funding through taxpayer dollars. Mr. Stephan stated that for the remainder of 2021, SBG will have five events in McKinney. He added that SBG has three events remaining this year in Dallas, Frisco and Plano. Mr. Kelly asked what other cities SBG hosts events, and Mr. Stephan stated that they hold about 20-30 events annually in Allen, Plano, Dallas, Frisco, McKinney and Austin. Mr. Stephan shared that there have been no grants in other cities that SBG has been able to apply for. Additionally, Mr. Kelly asked about additional income generated from events other than ticket sales, and Mr. Stephan stated that they receive revenue from event sponsorships and vendor fees.

**21-0561** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Main Street (PC 21-17) in the amount of \$12,000 for the advertising, marketing and promotion of the 2021 Oktoberfest and the 2021 Home for the

Holidays. Main Street/MPAC Marketing and Development Specialist Jakia Brunell shared how Main Street and Downtown businesses pivoted and stepped up to the challenges the quarantine presented. Main Street and MPAC made headlines with the sold-out Drive-in Concert Series at TUPPS. Additionally, they modified traditional events to meet the precautions and regulations including Parktoberfest and the reimagined month-long A McKinney Christmas which included the virtual tree lighting (viewed over 17,000 times on Facebook), carousel and visits with Santa. The community has demonstrated that they are ready for the return of traditional outdoor gatherings, and Main Street is ready to get back to hosting their signature festivals, including Oktoberfest and Home for the Holidays. This request is to support promotional activities for these two huge Downtown festivals. Of the \$12,000 requested, \$7,000 will be used to promote the 3-day Oktoberfest through local and regional print ads, Facebook and Instagram. The remaining \$5,000 will go towards promotion of 3-day Home for the Holidays through local and regional print opportunities and social media channels with a combined total of 55,000 followers. Past marketing has been successful. In 2019, Oktoberfest welcomed 65,000 visitors and Home for the Holidays welcomed over 45,000. Success will be measured by vendor and Downtown business surveys, food and beverage revenue, and social media engagement. The Holiday celebration will continue throughout the season this year with the carousel, visits with Santa, a community Menorah lighting and added holiday entertainment. All of these activities bring tourists from a 30-60 mile radius. Ms. Brunell thanked the Board for their support, which has helped make Downtown McKinney a destination. Vice Chairman Glew sought clarity on the format of this year's Home for the Holidays celebration, and Ms. Brunell clarified that this year's format will be a combination of the big 3-day weekend with continued activities throughout the month of December. Andrew Jones

shared that they learned a lot of lessons last year during COVID, and they will continue with some of the smaller block events that were successful last year while still hosting the big 3-day celebration. Mr. Jones added that a big part of their ongoing marketing is to promote not just events but the Downtown area as a whole. Additionally, they have reduced some of the expense associated with the traditional Home for the Holidays weekend. Chairman Brewer and Board member Kelly inquired about the reason for a \$15,000 request for Light Up Louisiana and a lesser \$12,000 request for these two big events. Mr. Jones shared that the request for the re-opening of Louisiana is to make a strong statement that Downtown is open for business. Board member McGill complimented the staff on the data keeping and pivoting that they have implemented, and she shared her appreciation for the tremendous concern and deliberation given to choices made that impact the small businesses.

**21-0562** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Rotary Foundation (PC 21-18) in the amount of \$7,500 for the advertising, marketing and promotion of the 2021 Parade of Lights. Board member Kelly recused himself from the presentation and discussion of the item. Parade Chair Rob Thomas shared that 100% of the proceeds from the parade go to the McKinney Rotary Foundation. The parade features prizes for best floats, a VIP reception and priority seating, school bands and groups, police including the Mounted Patrol, local businesses, nonprofits and families. The theme this year is Rockin' Around the Christmas Tree. The 2019 parade attendance was 16,000 to 20,000, and the foundation realized a net gain of just over \$5,500. In 2019, they spent just under \$6,000 for promotion, and this year's budget is \$7,500. The plan includes radio, newspaper, posters, yard signs, banners at MPAC

and heavy social media. Chairman Brewer encouraged Mr. Thomas and other grant applicants to provide yard signs to Board members through Linda Jones. Treasurer Richardson-Woods shared her appreciation for the details and collaboration that goes into what is always a great event. Board member Kelly returned to the dais following discussion on this agenda item.

**21-0563** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Philharmonic Orchestra (PC 21-19) in the amount of \$8,900 for the advertising, marketing and promotion of the 2021-2022 Concert Season including five performances. Artistic Director Jason Lim thanked MCDC for their past support and shared that the McKinney Philharmonic Orchestra is now one of the leading orchestras in North Texas. This grant request is to support promotional efforts for six concerts: Music in Motion with ballet choreography on September 5, All Star Christmas with Maylee Thomas on December 3, Chamber Music on February 5, Rimsky Korsakov on March 5, Music of John Williams on April 2, and the side by side with the youth orchestra on May 15. Mr. Lim shared photos of the 2020 side by side event, which demonstrated their mission of arts education. The marketing plan includes Facebook ads, radio ads and season flyers. He showed the Board samples of past campaigns and posters. Board member McGill, Secretary Barnes-Tilley and Treasurer Richardson-Woods shared their enthusiasm for in-person shows and the season's music selections. Mr. Lim added that they are partnering with Parks and Recreation to perform at the Halloween event at Towne Lake.

**21-0564** Chairman Brewer called for consideration/discussion/action on a third amendment to Project #18-05 to extend the required completion date for the project to February 28, 2022; and to decrease the grant amount for the project from seven hundred thousand and no/100 (\$700,000.00) to

four hundred thousand and no/100 (\$400,000.00) for the construction of a privately-owned, public access pavilion that will provide landscaping, shade structures, amphitheater, electrical system, sound system and seating areas for the HUB 121 entertainment, retail, restaurant, mixed-use development at Alma and Sam Rayburn Tollway. President Schneible stated that this request would extend the completion to February 28, 2022 and return the terms to the original grant approved by the MCDC board, which was \$200,000 at CO and \$200,000 paid out in sales tax revenues grants over a period of four years following CO. Shane Jordan shared current aerials of the project. He shared that Cedar Creek Brewery is resubmitting plans, ChopShop Sports Garage is about 60-75 days from completing construction, and The Elwood is also about 65-75 days from completing construction. Lease space still available totals about 19,000 square feet among the three buildings. Serendipity Labs will offer 27,000 square feet of co-working space and is about 120 days from finish out. The brewery will take 120-150 days once they get started. The music pavilion is underway with steel up and a partially erected canopy. Mr. Jordan shared photos of the status of the green space and stage. He reminded the Board that the music pavilion will house public restrooms. Vice Chairman Glew asked about prospective restaurants, and Mr. Jordan shared that he is talking with two well-known restaurants, but they are completing with District 121 and the development on 121 in Allen. Board member McGill asked about the use for the remaining square footage. Mr. Jordan said it would be primarily restaurants. Board member Mott inquired about the timeline for the community space, and Mr. Jordan shared that the community space should be near completion when the first two restaurants open. He added that some of the work on that space needs to be done after building materials are onsite for buildings to avoid destroying the turf. Vice Chairman Glew emphasized the importance of the restaurants opening

with the full experience of the community space. Mr. Jordan expressed his appreciation for the Board's patience and shared that he is eager to get these buildings complete and businesses open. Board members unanimously approved a motion by Board member Kelly, seconded by Board member Mott, to approve the completion date extension and decrease the grant funding amount as proposed.

**21-0565** Chairman Brewer called for consideration/discussion/action on a second amendment to the Loan Agreement for Project #19-09, City of McKinney Housing and Community Development Property Maintenance Program, to extend the term to December 31, 2021; and increase the maximum reimbursement for repairs under the program from \$12,000 to \$20,000 per qualifying household. Affordable Housing Administrator Cristel Todd reminded the Board that this grant supports a program that helps homeowners bring their homes into compliance with the International Property Maintenance Codes. To date, they have assisted nine families. Throughout this pilot program, they have learned that the average cost for home improvements is closer to \$25,000. They originally estimated \$10,000 to \$12,000 per household. While they have stayed within that budget, they have either not been able to complete all the projects for some homes or have referred the homeowner to other funding partners. They are asking for a six-month extension to complete projects with the remaining \$50,000 funding and asking to increase the per household maximum to \$20,000. Treasurer Richardson-Woods asked if this change decreases the number of households they can assist, and Ms. Todd verified that was the case, but they will be able to address more issues per home and avoid those homeowners being cited for violation again. Ms. Woods asked if the funds are being used in conjunction with other funding opportunities, and Ms. Todd explained that it depends on the applicant's qualifications for the various funding sources. Chairman

Brewer verified that the per household increase is needed to address all the needs of that home to bring it into compliance. Ms. Todd added that costs have also increased. Board members McGill and Kelly asked about the overall need, and Ms. Todd replied that there is always a need, but they would not be turning any applicants away. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member McGill, to approve the term extension and increase the maximum reimbursement per qualified household as proposed.

**21-0566** Chairman Brewer called for consideration/discussion/action on the proposed MCDC FY 22 budget. Chairman Brewer shared the following highlights from the proposed budget:

- Estimated revenue is \$17,819,025, which is 4.4% over the end of year estimate for the current fiscal year. Of that amount, \$17,749,025 is sales tax revenue; \$70,000 is interest income.
- Personnel expense, including benefits, is budgeted with a 3% increase. This represents 2% of total budget.
- Operating expenses total \$761,624 and include the City administrative fee and annual support for MPAC at \$375,000. This represents 4% of total budget.
- Marketing and promotional expense totals \$647,250. This includes advertising, promotional items, sponsorship (including Byron Nelson in the amount of \$200,000) and Promotional and Community Event Grants (\$200,000). This represents 3.6% of total budget.
- Project Grant and related expense totals \$15,468,309, which represents 86% of the total budget and includes:
  - \$1,749,025 for discretionary project grants, which is 10% of estimated sales tax revenue;

- \$120,000 for Retail Development Infrastructure grants;
  - \$6,000,000 for economic development grants, which are those similar to District 121 and The Hub;
  - \$5,500,000 for Parks and Recreation Capital Improvements; and
  - Project related expenses including debt service on Apex Centre, legal, professional services, and TUPPS project expense.
- The Budget Surplus dedicated to future projects totals \$639,134, which is 3.6% of total budget.

Chairman Brewer shared that the Finance Subcommittee members are herself, Treasurer Richardson-Woods and Board member Kelly. The subcommittee met to review and discuss the proposed budget. Ms. Brewer asked for questions or comments. President Schneible shared that if approved by the Board today, the next step is review by City Manager's team, then review by City Council in mid-August. If there are adjustments, MCDC Board will have the opportunity to review and approve at the August Board meeting. Board members unanimously approved a motion by Board member Kelly, seconded by Treasurer Richardson-Woods, to approve the budget as proposed.

Chairman Brewer announced that the Board will not be meeting in Executive Session.

Chairman Brewer called for public comments regarding items not on the agenda. Beth Bentley encouraged the Board to consider affordable housing as a specific budget line item.

Chairman Brewer called for Board comments. Treasurer Richardson-Woods added her appreciation for MCDC support of the Juneteenth Celebration and thanked Board members and community members who attended. She added that the logistics were managed well, and she is looking forward to seeing the Retail Coach data.

MCDC MINUTES

<DATE>

PAGE 24

Chairman Brewer called for a motion to adjourn. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member Kelly, to adjourn.

Chairman Brewer adjourned the meeting at 10:31 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the MCDC members on: \_\_\_\_\_

\_\_\_\_\_  
JACKIE BREWER  
Chairman

\_\_\_\_\_  
MARY BARNES-TILLEY  
Secretary