

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

MARCH 26, 2014

The McKinney Economic Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on March 26, 2014 at 8:00 a.m.

Board members present: Darrell Tate, Lance Lindsay, Julie Fort, Robbie Clark, Pablo Ruiz, and Chuck Branch. Board member Ernest Lynch III was absent.

Staff present: President/CEO Jim Wehmeier, Executive Vice President Abby Liu, Business Retention and Expansion & Emerging Technology Director John Valencia, Marketing Director Cayti Stein, Director of Business Development Chad Walker, and Administrative Assistant Connie Gibson.

Guests present: Council member Geralyn Kever, City of McKinney CFO Rodney Rhoades, Chamber of Commerce Communications Director/Managing Editor Peggy Smolen, MCDC Executive Director Cindy Schneible, Deputy City Manager Jose Madrigal, and Assistant to the City Manager Darrek Farrell.

Vice Chairman Darrell Tate called the meeting to order at 8:04 a.m.

**14-279** Minutes of the McKinney Economic Development Corporation Board Meeting of February 18, 2014. Lance Lindsay made a motion to approve the minutes. Robbie Clark seconded the motion. The motion was voted on and passed.

**14-285** Financial Report. Rodney Rhoades provided the financial report. The City and MEDC are 42% through the fiscal year. The finance department will make adjustments to sales tax projections for the year. Sales tax receipts are running slightly lower than projections. Modifications will be made to the five year financial plan. Sales tax receipts for the month of February were \$1,043,205. Lance Lindsay made a motion, seconded by Pablo Ruiz, to approve the financial report. The motion was voted on and passed.

**14-278** Board and Liaison Updates

### Board Chair

- Darrell Tate, Lance Lindsay, and Chuck Branch have been appointed to a committee to review and evaluate the President/CEO. A rough draft of the evaluation form will be presented to the board soon.

### Chamber of Commerce

- The McKinney magazine unveiling will be April 2<sup>nd</sup>.
- Submissions for the "Top 25 Women in Business" are being accepted now.
- The next Government Legislative Issues (GLI) meeting will be April 4<sup>th</sup>.
- The Competitive Edge series meeting on March 20<sup>th</sup> was well attended with approximately 100 people attending.

- The Women's Alliance of McKinney (WAM) Crawfish Boil is scheduled for April 12<sup>th</sup> on the historic square.
- The Chamber leadership responsibilities will be divided up until a President has been hired. Peggy Smolen will oversee Communications and McKinney magazine, Deb Fitzgerald will be overseeing the Young Professionals program, Leadership program, and membership. Angie Kirk will oversee operations.

#### City of McKinney

- Barry Shelton has been named as Interim Deputy City Manager. Mr. Shelton will oversee development services. Deputy City Manager Rob Daake will oversee internal operations within the City, and Jose Madrigal will oversee projects as they come up.
- Council member Kever reported a presentation on the Gateway Hotel façade component will be presented to City Council this next week. Council hopes to have more definition on this portion of the project so that the project can continue to move forward.
- Water will continue to be an issue for McKinney and the surrounding area. The Texoma pipeline will be operational soon, but this will not completely resolve the water issues.

#### McKinney Convention & Visitor's Bureau

- MCVB staff recorded 161 walk-ins to the MCVB office this past month.
- Ads were placed in the March issue of Houston House & Home, USA Today Summer Travel Issue, and March Texas Highways.
- 182 hotel rooms were booked with MCVB assistance in February.
- Staff responded to 13 RFP's; 11 of the RFP's were for weddings, and 2 were sports related.
- Good Morning Texas recently did a very nice feature piece on Adriatica and the Bella Donna Chapel at Adriatica.

#### McKinney Community Development Corporation

- The MCDC board will take action on three project requests during the March 27<sup>th</sup> board meeting.
- A public hearing will be held for Project Heat. The board may take action on the project at that time.
- Construction has begun on the PSA indoor sports facility.
- A meeting of the aquatic facility committee is scheduled for March 26<sup>th</sup>.
- During the February board meeting the board approved the following Promotional & Community events grant requests:
  - Heritage Guild of Collin County - **\$12,500**
  - Kiwanis Club of McKinney - **\$3,000**
  - McKinney Main Street - **\$7,000**
  - North Collin County Habitat for Humanity - **\$1,000**
  - ReCycles McKinney - **\$4,500**
  - Smiles Charity - **\$8,500**
  - Strikes Against Cancer - **\$11,000**
  - Volunteer McKinney - **\$2,500**

Pablo Ruiz asked how much Margulies Communication is being engaged with other city groups. Cayti Stein stated they have been used for national coverage, awards and recognition. Jim Wehmeier stated they are on retainer by MEDC, but there are occasional charges for press release newswire costs.

- 14-281**      Business Development Report
- The marketing mission trip to New York was canceled due to the ice storm. The trip has been rescheduled for May 5-7.
  - Chad Walker has responded to five RFP's in the last week.
- 14-282**      Marketing and Research Report
- Total of twelve RFP's have been responded to in the last three months.
  - MEDC is participating in 30 kiosk ads throughout Highland Park and Uptown. The ads focus on business and were secured for \$6,000.
  - A billboard promoting McKinney National Airport will be utilized during NCAA. The billboard is located on Dallas North Tollway and Maple Avenue.
  - Several press releases were shared with the board.
- 14-280**      Business Retention & Expansion and Emerging Technology Report
- Perfectly Green will be installing an Intelligent Alternative Energy system on site at Manner Plastics. The system has a one acre solar field that will be one of the renewable energy sources supplying the IAE unit.
  - Perfectly Green is working to develop a residential natural gas component.
  - A video on a start-up company – Nepris – was shown to the board. The program developed by Nepris is being used by McKinney Independent School District.
- 14-283**      Executive Vice President's Report
- A short video of the Chinese New Year Gala was shown. The video showed Mayor Loughmiller signing the Sister City Memorandum of Understanding with Taiwan Jungli Director Peng.
  - M.I.S.D. Superintendent, Dr. Kennedy has expressed interest in introducing Chinese language to the high school curriculum.
- 14-284**      President's Report
- President Wehmeier advised the board to read his report.
  - Updates on several projects would be discussed in Executive Session.

Vice Chairman Tate called for a break at 9:18 a.m.

The meeting was called into Executive Session at 9:31 a.m. per Texas Government Code: Section 551.071(2) Consultations with attorney on any work session, special session, or regular session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed). Section 551.087 Deliberation regarding economic development matters.

Vice Chairman Tate called for a break at 10:52 a.m.

The meeting was called back into Executive Session at 10:56 a.m.

The meeting was called into Open Session at 12:17 p.m.

Lance Lindsay made a motion to approve as per staff recommendation,

incentives to Project Forefathers, Project Yellow Sky, Project Bambi, and Emerging Technology Project #1, and Emerging Technology Project #2. Robbie Clark seconded the motion. The motion was voted on and passed.

Lance Lindsay made a motion, seconded by Chuck Branch, to adjourn the meeting. The motion was voted on and passed.

The meeting was adjourned at 12:18 p.m.

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LANCE LINDSAY  
Secretary/Treasurer