

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

FEBRUARY 26, 2015

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on February 26, 2015 at 8:00 a.m.

Board members Present: Chair Scott Elliott, Vice Chair Kurt Kuehn, Secretary/Treasurer Colleen Smith, David Clarke, David Myers, Hamilton Doak, and Michelle Gamble. Also present Alternate Rick Glew.

Staff Present: President Cindy Schneible; Director of Marketing Cayti Stein; MCDC Administrative Assistant Deb Hass; MEDC Administrative Assistant Sheri Van Slycke; Mayor Brian Loughmiller; City Council Member Roger Harris; City Council Member Randy Pogue; Interim City Manager Tom Muehlenbeck; Director of Parks and Recreation Rhoda Savage; and Financial Analyst Trevor Minyard.

There were eight guests present.

Chair Elliott called the meeting to order at 8:00 a.m. after determining a quorum was present. Vice Chair Kuehn arrived at 8:25 a.m.

15-195 Minutes of the McKinney Community Development Corporation Finance Committee Meeting of January 14, 2015. Board members unanimously approved the motion by Board member Doak, seconded by Board member Gamble, to approve the Minutes of the McKinney Community Development Corporation Finance Committee Meeting of January 14, 2015.

15-196 Minutes of the McKinney Community Development Corporation Meeting of January 22, 2015. Board members unanimously approved the motion by Board member Myers, seconded by Board member Clarke, to approve the Minutes of the McKinney Community Development Corporation Meeting of January 22, 2015.

15-197 Minutes of the McKinney Community Development Corporation Meeting of February 3, 2015. Board members unanimously approved the motion by Board member Myers, seconded by Board member Gamble, to

approve the Minutes of the McKinney Community Development Corporation Meeting of February 3, 2015.

15-198 Financial Report. Trevor Minyard, Financial Analyst from the City's Finance Department provided a Financial Report. Mr. Minyard reported that Finance will be bringing two additional reports to future Board meetings: a condensed operating statement summary and a ten year CIP plan specifically for MCDC. Per the Operating Statement MCDC is through 33% of the budget as of January 2015. Mr. Minyard reported that exclusive of the debt issuance, revenue collections are at 35%, 2% over what is budgeted at this time of the year. Mr. Minyard stated the bond proceeds were received February 25, 2015. Mr. Minyard reported expenditures are trending low and that sales tax collections for January 2015 are 10% over January 2014. February 2015 sales tax collections compared to February 2014 are 8% over the previous year. Mr. Minyard stated McKinney is on par with our sister cities. Mr. Minyard commented the Aquatic and Fitness Center adjustment that was approved in January will be reflected on the operating statement in February. Chair Elliott asked the Board if there were any questions about the January checks issued. There were none. Chair Elliott thanked Mr. Rhoades, Ms. Mathis, and the Finance Department for their help with the bond issuance.

15-199 Board and Liaison Updates.
City of McKinney - Council Member Harris gave an explanation of the Mayor's Initiative of the McKinney First program. Mayor Loughmiller also commented on the program and its background after observing other cities and how those cities handle projects in their communities. Mr. Muehlenbeck stated the goals and strategies for the year will be approved by City Council on March 17, 2015 and will be sent to the Boards and Commissions for development of their goals and strategies for the year. Mr. Muehlenbeck also stated that the City Council is moving

forward with a bond election for November 3, 2015. City Council has approved creation of a bond committee as part of the “McKinney Team” to provide information to the public about the importance of approving the bond referendum. Mr. Muehlenbeck reported the applications for McKinney Police Chief have been narrowed down to five candidates and a public reception will be held March 3, 2015 for a meet and greet with the applicants. Comment cards will be available for residents.

Main Street & MPAC – Mr. Glew reported Main Street will be supporting the School of Irish Music on March 14, 2015. There will be family friendly activities during the McKinney St. Patrick’s Day Festival with Irish music and dancing on the lawn of the courthouse. The event will be held from noon until 5:00 p.m. Arts in Bloom will be held on April 11, 2015, and Bike the Bricks will be held on May 22, 2015. Mr. Glew stated the side streets will be closed for Arts in Bloom to offer artists expanded space. McKinney Arts Commission will also be providing support for Arts in Bloom. Ms. Schneible reported for MPAC that on February 28, 2015 the Peking Acrobats will be performing at MPAC. Molly Ringwald will come to McKinney for an Evening of Jazz on March 21, 2015 and MPAC will be screening The Breakfast Club movie on March 20, 2015. Ms. Schneible commented that the juried art show will be held during Arts and Bloom this year with the award reception for the show scheduled for April 10, 2015.

McKinney Convention & Visitors Bureau (MCVB) – Vanessa Baggett, MCVB Tourism Services/Sales Representative reported the Sheraton will have their grand opening and ribbon cutting the evening of February 26, 2015 at 6:00 p.m. Ms. Baggett reported approximately 200 visitors came to the visitors center during the month of February Ms. Guerra, MCVB Executive Director attended Southwest Showcase in Austin and received nine RFP’s from that meeting and spoke to approximately 42 planners. MCVB helped with approximately 55 hotel rooms with total revenue of

\$6,605. Ms. Baggett and Ms. Guerra just returned from Austin after attending the TTIA (Texas Travel Industry Association) Unity Dinner. Texas is the third most popular destination in the United States for people to visit; California and Florida are number one and number two.

McKinney Economic Development Corporation (MEDC) - Marketing Director Cayti Stein stated that Mr. Wehmeier was attending TEDC and Ms. Liu was on a site consultant trip to provide information about Texas and McKinney to business prospects and site locators. Mr. Walker will be traveling to California for a marketing trip in the future. Ms. Stein reported there has been an increase in requests for information and responses to proposals for large corporate prospects.

Parks and Recreation - Director of Parks and Recreation Rhoda Savage reported that in March and April the Parks Department will be preparing the Finch Park Pavilion for replacement. The bid for building the Community Center will go out in March with construction to start in April or May of this year. Bonnie Wenk Park Phase II is on schedule to be out for bid and construction at the end of this calendar year. Ms. Savage stated warranty work is being done on Bonnie Wenk Phase I. The Master Plan proposals are due March 12, 2015 so the selection process will begin. The Gabe Nesbitt Park facilities are expected to expand in 2016-2017. The goal is to plan additional development in conjunction with the Aquatic and Fitness Center in order to realize cost savings. Examples could be construction of additional parking and construction of additional tennis courts at The Courts facility.

15-200 Marketing Director's Report. Marketing Director Cayti Stein commented on the excitement of the opening of the Sheraton Hotel. Ms. Stein, Mr. Glew, and their spouses attended the Collin County Foundation Stetson and Stiletto's event. Ms. Stein reminded the Board about the My McKinney marketing packets and to share with McKinney citizens how dollars spent on shopping in McKinney generate sales tax revenue to

invest in projects and events. Ms. Stein stated there is an informational video about PSA that has been produced by the City's Marketing Department on the McKinney Vision YouTube channel.

15-201 President's Report. President Cindy Schneible stated she has received the bound copies of the official statements of the bond sale. Ms. Schneible commented she did a walk through the Sheraton last week and it looks great. Ms. Schneible provided an update on the activities of The Retail Coach, the firm retained to develop a retail economic development plan for McKinney. The Retail Coach has prepared a target list of developers and retailers to reach out to with marketing materials about the City and to recruit retail business. Ms. Schneible made the Board aware of the City's Legislative Priorities for the Texas General Assembly for this year. Ms. Schneible announced to the Board that Administrative Assistant Deb Hass had submitted her resignation and that her last day will be March 13, 2015.

15-202 Chair Elliott called for a Public Hearing to Consider/Discuss Project #15-01 as Submitted by the McKinney Youth Theatre Requesting \$100,000 for Facility Renovation to Provide a Permanent Rehearsal and Performance Venue for McKinney Youth Theatre in McKinney. Applicant Ms. Elizabeth Allen provided a PowerPoint presentation. Ms. Allen reported the McKinney Youth Theatre had six major productions, and forty-eight performances in McKinney last year. The six major productions brought 20,000 patrons into McKinney. Ms. Allen stated the group is growing to where they can no longer be accommodated in the space where they currently practice and perform. The McKinney Youth Theatre is a member of the North Texas Performing Arts family, with sister organizations in Plano and Frisco. The umbrella organization brought in over a million dollars in revenue last year. Ms. Allen stated the group has doubled in participants which means tuition revenue also doubled. The McKinney Youth Theatre is requesting the \$100,000 to be

used to renovate a 5000-6000 square foot venue that can accommodate 150-200 seats in a performance space, two rehearsal rooms, a set-building room, a costume closet, and a lobby that can also be used as rehearsal space. The theater needs to also have a sound board, professional lighting, and a raised theater in order to be a functional theater. Board member Myers asked how tuition is determined. Tuition is received from a participant when they audition for a show. The Board also asked what area of town the group was looking at. The response was they are looking for a facility near downtown McKinney. Chair Elliott asked what the funding plans will be once the group finds a location. The McKinney Youth Theatre is already conducting a capital campaign. Once a building is found and secured a build out will begin with the anticipation of programs beginning in January 2016. Board member Doak asked how the revenue is shared with the sister organizations. Ms. Allen stated money that is raised in McKinney stays in McKinney. Sets are borrowed from other groups, props and costumes are shared. Administrative resources are also shared. Chair Elliot called for public comments and there were none.

15-203 Chair Elliott called for a Public Hearing to Consider/Discuss Project #15-02 as Submitted by the McKinney Garden Club Requesting \$4,500 for Upgrade and Enhancement of a Signature Beautification Project in Selected McKinney Medians and Parks. Ms. Beverly Rivers gave a presentation on behalf of the McKinney Garden Club. Ms. Rivers thanked the Board for the support last year with the result of being able to plant eight beds throughout the City. The Garden Club is asking for \$4,500 to install connector plants between the beds. The plants that will be planted require little water. The main focus of the Club will be the beds at Virginia and Highway 75. It is a high profile bed that leads into the historical district of McKinney. Ms. Rivers stated the City has

advised the Club to install drip systems. Vice Chair Kuehn asked if the beds were owned by the City. Ms. Rivers stated the beds are owned by the City, but the City will allow the Club control of the drip systems. Now that the City has approved the installment of drip systems in the beds, the Club will be able to expand their planting. Board member Clarke asked about volunteers helping with the maintenance of the beds. Due to safety issues the City requires the City's Park maintenance staff to maintain the beds. The Garden Club does maintain Finch Park with volunteers and landscape professionals. Secretary/Treasurer Smith asked the Club to contact Collin College about the college's service learning program. Chair Elliot called for public comment and there was none.

Board member Doak stepped down for discussion on the following agenda item.

- 15-204** Chair Elliott called for Consideration/Discussion/Action on Request from Heritage Guild of Collin County to extend the term of the loan agreement executed between McKinney Community Development Corporation and Heritage Guild of Collin County for Project #13-11, for renovation, restoration and improvements to property in Chestnut Square. Wayne Hill, Chair of the Guild spoke on behalf of the Heritage Guild of Collin County. Mr. Hill gave background on the Chestnut Square project, and the project grant that was awarded to the Heritage Guild in 2013. The majority of the grant money was to convert the Dulaney House into a Bed and Breakfast. Once the project began on the Dulaney house the City changed the status of the Bed and Breakfast to a commercial building so all inspections for a commercial building are required for the house. Mr. Hill stated a new sprinkler system has to be installed, extended electrical work, and other requirements have stalled the completion of the Bed and Breakfast. Mr. Hill projects the opening of the Bed and Breakfast will be at the end of August. Mr. Hill stated the Heritage Guild is requesting an

extension of the grant until the end of August to complete the project. Board members approved the motion by Board member Gamble, seconded by Board member Clarke to extend the expiration of the grant to August 31, 2015, with a vote of 6-0-1, Board member Doak abstaining.

15-205 Chair Elliott called for Consideration/Discussion/Action on Promotional Grants. Chair Elliott commented on the difficult task the Board's Promotional and Community Grant Committee had this year with only \$50,000 to award to applicants and \$113,000 in requests. Board members unanimously approved the motion by Secretary/Treasurer Smith, seconded by Board member Myers, to approve the Promotional Grants as follows:

Strikes Against Cancer Baseball Tournament: \$9,500

Heard Museum Texas Heritage Festival: \$3,000

Crape Myrtle Trails Run the Trails and More: \$4,000

North Collin County Habitat for Humanity Spring Bling Event:
\$1,500

Smiles Charity Concert: \$4,000

Main Street Bike the Bricks: \$14,000

American Cancer Society Relay for Life McKinney: \$2,500

FFA Livestock Shows: \$0

Hope Rising Girls With Guitars: \$0

Vice Chair Kuehn and Board member Doak stepped down for consideration on the following Promotional Grants.

Heritage Guild Farmers Market, Ice Cream Crank-off, and Legends of McKinney Ghost Walk: \$9,000

Kiwanis Club: Historic McKinney Triathlon \$2,500

Board members approved the motion by Board member Myers, seconded by Secretary/Treasurer Smith to approve the Promotional Grants as follows: Heritage Guide Farmers Market, Ice Cream Crank-off, Legends of McKinney Ghost Walk, Historic McKinney Triathlon for

\$9,000 and Kiwanis Club Historic McKinney Triathlon for \$2,500, with a vote of 5-0-2, Board members Kuehn and Doak abstaining.

Vice Chair Kuehn and Board member Doak returned to the meeting.

Chair Elliott called for Citizen Comments. Mr. Phil Wheat, Crape Myrtle Trails of McKinney presented the Board with a commemorative picture as thanks for supporting their event. Ms. Stein introduced Ms. Van Slycke as the new MEDC Administrative Assistant.

Chair Elliott remarked about the Toyota Expos. He thanked the Board members and staff for attending the Expos. Chair Elliott stated how well the McKinney story is being told to the transferring Toyota employees visiting the area. Chair Elliot stated the talking points that were stressed were the historic downtown, recreation opportunities and the Leadership McKinney program. With involvement from the City, the airport, MEDC, MCDC, Collin College, and the Chamber, Toyota visitors were impressed by McKinney and what it had to offer. Chair Elliott stated he is thankful for being able to tell the McKinney story. Chair Elliott thanked Council member Harris for his service on the City Council and thanked him for his time and leadership serving as the MCDC liaison.

Board members unanimously approved the motion by Board member Doak, seconded by Board member Myers, to adjourn. Chair Elliott adjourned the meeting at 9:10 a.m.

SCOTT ELLIOTT
Chair

ATTEST:

Colleen Smith
Secretary/Treasurer