



1-21-14

MEDC President's Report:

Ladies and Gentlemen, the following is a brief outline of operational issues that are on my radar screen and in the process of being addressed. Again, this is a brief bullet pointed listing and I will be more than happy to answer any questions or go into further detail.

Communication:

- City Manager Gray and I continue weekly meetings.
- MCDC Executive Director Schneible and I continue to have regular meetings to stay up to date on operational issues as well as ways we can best leverage one another.
- MEDC is having weekly staff meetings to ensure that staff has what they need to succeed and that we remain focused as a TEAM.
- MEDC's Cayti Huston is participating regularly in the Joint Marketing Meeting with Coco Good and other stakeholder organizations.
- I continue to attend all City Council Meetings when in town as well as MCDC Board Meetings, Airport Board Meetings, and McKinney Alliance Board Meetings.

Staffing:

- The board approved two additional staff positions for the 2013-2014 budget year. These additions will bring the MEDC only staff to four with three shared positions with MCDC (Admin. (on MCDC payroll), Marketing and research (on MEDC payroll) and Comptroller (On MEDC payroll but cost shared with MCDC and City of McKinney) as opposed to previously having 6 MEDC and two MCDC without taking advantage of efficiency opportunities. Additionally, as you can see on the attached, this will bring the over-all staff level back up to the level it was before Mr. Pitstick left about 3 years ago and the staff underwent a large turn-over. As a reminder, the Comptroller position has a relatively low net budget affect as the city had budgeted an administrative support increase of \$42,686.00 that they will roll back if we fill this position to support both MEDC and MCDC for this year.

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- **Chad Walker has started with MEDC as Director of Bus. Development.**
 - Chad will be a great Addition to staff.
 - Please see the attached workshop packet for Job description.,”.

Office:

- AT&T and C-Beyond have transitioned our phone numbers and we are now fully wrapped into the City’s systems for IT and phone.
- We are still working with IT on purchasing, designing and implementing a CRM system. That project will now be under Chad Walker to follow through and bring to fruition.

Operational:

- **GATEWAY:** We are pursuing a P3 with a master developer for the remainder of gateway (50+ acres). We have the Joint meeting set with council on January 27th 5:30 p.m. in council chambers.
- Emerson Building: The original purchasers have pulled their offer and we are now working with #2 and have #3 lined up to act if #2 does not follow through.

Marketing:

- **DCI:** We continue to schedule both recruiting missions and a local allies event for next year with DCI. Additionally, we are looking at several missions this year including: New York – DC, Atlanta, California, and a European mission scheduled around the Farmboro Airshow in London.
- **MEDC Monthly Newsletter** – Cayti Huston has started the distribution of our monthly e’ newsletter. This monthly newsletter will always have a couple key indicators with a comparison to previous year same month (Sales Tax income and Unemployment) as well as other brief MEDC updates and info. from the City (primarily Building Services) to assist with communicating important information.
- **P.R. Consultant:** David Margulies continues to be fully integrated into the community’s PR process. They continue to represent the entire community for PR stories and have helped raise the profile of some of the recent news for us including: airport acquisition, airport and FBO name changes, Collide Center and Shark tank, and the Gateway hotel re-start and Sheraton commitment.

- MEDC Video: Done.
- We continue to look at and refine our marketing peripherals, office appearance as mentioned above, promotional giveaways, identity wear, and marketing opportunities.
- E.V.P. Liu and I are in the planning stages to coordinate 2014 travel / marketing efforts between her, myself, and Chad Walker who is joining the staff. We will be covering a wide variety of marketing efforts including: Texas One, Team Texas, IAMC, CORENET, NBAA and assorted trade mission opportunities and tradeshow. We continue to plan for substantial “out-of market” time in the coming budget year.

Mission / Vision Statement: We feel like we need to re-address the organizations Mission and Vision statements, shorten it into one or two sentences and put it into action in our process and visually...

MEDC Mission and Vision:

Current Mission: “The MEDC will work to create an environment in which community-oriented businesses can thrive. We will do this by identifying, coordinating, and realizing high-impact opportunities that promote job and Wage growth as well as a diversified and expanding tax base.

Current Vision: “?”

Updates to consider:

- ***: Vision “To Develop McKinney as America’s Premier Community for Ours and Future Generations”***
- ***Mission” The MEDC will work to Develop McKinney as America’s Premier Self Sustaining Community by: working to create a predictable, Pro-Business environment in partnership with our economic development stakeholders, supporting existing businesses, creating quality jobs for our citizenry and working to build a stronger and more diversified economy by adding quality domestic and international corporate partners.”...***