

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

**OCTOBER 19, 2021**

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, October 19, 2021, at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Michael Jones, Secretary/Treasurer Joe Minissale, Ken Sipiora, Patrick Cloutier, Thad Helsley, and Alternate Mohamed Kacem.

Absent: Kurt Kuehn

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, Business Retention and Expansion Manager Madison Clark, MEDC Operations Manager Deana Smithee, MEDC Executive Administrative Assistant Joanne Isom, Mayor George C. Fuller, Mayor Pro Tem Rainey Rogers, Councilman Rick Franklin, City Manager Paul Grimes, MEDC Attorney Mark Houser, Financial Compliance Manager Chance Miller, Visit McKinney Sales Manager Rachel Tamez, and McKinney Community Development Corporation Liaison Katheryn McGill.

Absent: Director of Technology and Research Michael DePaola and Project Manager Miguel Esparza,

There were 3 guests present.

Chairman Loughmiller called the meeting to order at 8:04 a.m. after determining a quorum present.

Chairman Loughmiller called for Public Comments for items on the agenda and there were none.

**21-0924** Chairman Loughmiller called for the Election of Officers

Board members unanimously approved the motion by Secretary / Treasurer Minissale, seconded by Chairman Loughmiller, to appoint Vice Chairman Jones to Chairman of the MEDC Board.

Board members unanimously approved the motion by Board member Cloutier, seconded by Vice Chairman Jones, to appoint Secretary / Treasurer Minissale to Vice Chairman of the MEDC Board.

Board members unanimously approved the motion by Board member Sipiora, seconded by Board member Helsley, to appoint Board member Cloutier to the Secretary / Treasurer position of the MEDC Board.

**21-0925** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation of September 21, 2021. Board members unanimously approved the motion by Board member Helsley, seconded by Board member Sipiora, to approve the Minutes.

**21-0926** Chairman Loughmiller called for the Minutes of the Joint Meeting of the McKinney Economic Development Corporation and the McKinney Community Development Corporation of September 23, 2021. Board members unanimously approved the motion by Board member Helsley, seconded by Board member Sipiora, to approve the Minutes.

**21-0927** Chairman Loughmiller called for Board and Liaison Updates. Chairman Loughmiller thanked the Board for the opportunity to serve as Chairman and looks forward to serving with the new officers.

City of McKinney – City Manager Grimes congratulated the appointed officers and welcomed Alternate Board member Kacem. City Manager Grimes reported the 2020 Census is being completed and finalized. City Council will discuss redistricting within city limits at the next work session. A consultant will be hired to review all the data and will recommend the adjusted boundary lines for the council districts here within the city. The redistricting process is tentatively set to begin this fall. There will be an initial presentation to City Council and then additional public meetings will be conducted in the spring and summer of 2022. To find more information on the redistricting and what it means to McKinney visit the Texas Demographic Center at [www.demographics.texas.gov](http://www.demographics.texas.gov). City Manager Grimes noted under the transparency tab on the City of McKinney website there is an option to choose property tax value. This will provide new businesses and residents information on the value of the property tax dollars. This has been updated to reflect all the new rates

from the taxing entities. City Manager Grimes stood for questions and there were none.

Chamber of Commerce – President Hermes congratulated the new officers on their appointments. President Hermes reported the Quarterly Membership Luncheon is today and will recognize the best of McKinney. It is a reader's choice award and through the reader's choice survey there were over 9,000 votes for the best businesses in McKinney. President Hermes announced the Chamber of Commerce is launching their diversity equity inclusion initiative. Kuma Roberts with Arrowhead Consulting was instrumental in moving the initiative forward and will be the keynote speaker at today's luncheon. President Hermes noted the next CEO Series will feature David Brooks with Independent Financial on October 29<sup>th</sup> at TPC Craig Ranch. President Hermes reported the Chamber is continuing to work with the Restaurant Council in McKinney. The McKinney Restaurant Council was launched during COVID in 2020 to guide the restaurant community through regulations and changing requirements. The restaurants have rebounded, and the Restaurant Council is continuing to meet and to share best practices and have partnered with the Texas Restaurant Association. They are currently working to launch a campaign to position McKinney as a destination for entertainment for the restaurant community. The first event will be held in January and more details will be shared once finalized. President Hermes noted the State of the City will be held on November 4<sup>th</sup> and early voting began yesterday. President Hermes stood for questions. Board member Cloutier asked if the liquor package was on the ballot this election. President Hermes noted the Chamber is on a very tight deadline to add the item to the ballot in May and will not be on the ballot for November. There are several signatures needed on the petition before the item can be added to the ballot. The cost of working with a consultant and the labor needed to collect the signatures has driven the cost of the

petition phase to \$289,000. The Chamber has contributed \$50,000 and they have a developer who has contributed \$50,000. They have had multiple conversations with various package liquor stores on contributing as well. If the Chamber misses the May 2022 deadline, they will have an opportunity to add it to the November 2022 ballot. The November ballot may be a better option as it is a gubernatorial election. More people will be at the polls voting; however, this could potentially increase the number of required signatures on the petition. President Hermes noted they still believe the item will do well on the May ballot and it will depend on the funding. Chairman Loughmiller asked what the timeline is for the signatures. President Hermes noted after they file for the petition it is a sixty day window once they start collecting signatures. Board member Sipiora asked if there was a sense of opposition on this item. President Hermes noted the only concern from the community was having liquor stores located in downtown. President Hermes noted she has had the conversations with City leadership on ways to vet the liquor stores and ensure requirements are put into place. Board member Sipiora asked if there is a ratio or a benchmark of number of stores per so many thousands of populations. President Hermes referred the question to MEDC Attorney Houser, and he noted they could not restrict where the liquor stores are placed. President Tokar noted most retailers have a proximity of how close they will place their stores. Chairman Loughmiller noted there statutes are already in place on proximity to schools and churches. Board member Helsley asked what other items will be on the ballot and who will pay for the election. President Hermes noted this will be the only item and the City will pay for the election. President Hermes noted this may be another benefit of the item being moved to the November 2022 ballot. Board member Sipiora noted based on information from a City Council member, it costs almost \$100,000 to hold

an election. Secretary / Treasurer Minissale noted potential annual revenues would possibly outweigh the costs.

MCDC – MCDC Liaison McGill congratulated the newly appointed officers. MCDC Liaison McGill noted the McKinney Wine and Music Festival, McKinney Philharmonic Orchestra, Dias de los Muertos, Home for the Holidays, and the Rotary Parade of Lights are all recent or upcoming events the MCDC community and promotional grants have supported. Project grants for next year will open in December and applications will be accepted through the end of December. MCDC Liaison McGill reported Board action on the project grants will be scheduled for early February. MCDC Liaison McGill noted there were several retail development infrastructure grants funded this year and the recap of the projects are listed in the Board report. MCDC Liaison McGill reported the TUPPSs subcommittee met this morning. There is a shortfall of \$4M in the budget and they are working to close the gaps. MCDC Liaison McGill stood for questions. Vice Chairman Jones asked if all the grant information and how to apply is on the MCDC website. MCDC Liaison McGill noted it is on the website and a group went door to door and reached out to the downtown merchants to inform them of the grant individually. The effort has given the grant some momentum, but the MCDC hopes to see more applicants. Board member Cloutier noted the question earlier about liquor stores where demand might be. Board member Cloutier suggested the answer may be partially revealed in the retail coach studies the MCDC receives.

Visit McKinney – Visit McKinney Sales Manager Tamez reported Visit McKinney's next Board meeting is on October 26<sup>th</sup>. They will receive grant presentations from the Ovation Academy in the amount of \$7,500 for the advertisement and promotion of Shakespeare in the Park McKinney. The McKinney Philharmonic and the Greater North Texas Youth Orchestra in the amount of \$6,836.30 for advertisement and

promotion of the 2021-2022 concert season. The Mill House Foundation in the amount of \$13,505 for advertisement and promotion of the 2022 Millhouse Arts Festivals. 25 Revolutions LLC in the amount of \$15,000 for the advertisement and promotion for a feature length documentary about the planning, production, and performance involved with this summer's KHYI 95.3FM 25th annual music festival. Lastly, the McKinney Restaurant Council in the amount of \$5,000 for advertisement and promotion of McKinney Rocks. There is a total requested amount of \$47,841.30 and Visit McKinney has \$15,000 to award. Visit McKinney Sales Manager Tamez reported Visit McKinney was recognized as a six time convention South Reader's Choice winner. This came from over 8,000 readers and fans who voted and put Visit McKinney in the top 415 meeting sights and destinations in the South. Visit McKinney Sales Manager Tamez noted the NCAA Division II football will be back in McKinney on Saturday, December 18<sup>th</sup>. The game is at 8:00 p.m. at MISD stadium and will be televised on ESPN U. There will be two citywide events associated with the event. Fan Fest is scheduled for December 17<sup>th</sup> at TUPPS and Tacos, Tequila, and Cervezas is scheduled for December 17<sup>th</sup> – 19<sup>th</sup>. Visit McKinney sent out an email to area restaurants to see which ones will be participating this year. Both events can be found at [facebook.com/d2mckinney](https://facebook.com/d2mckinney). Visit McKinney Sales Manager Tamez reported Drum Corps International will be back July 24<sup>th</sup>-26<sup>th</sup>, 2022. The Drum Corps participating have not been determined, however, seven out of eight are expected. They will have a drumline battle at TUPPS on July 25<sup>th</sup> and camp and competition is scheduled on July 26<sup>th</sup>. Visit McKinney Sales Manager Tamez congratulated the Dias de los Muertos celebration and the McKinney Wine and Music Festival this past weekend for their successful events. Visit McKinney Sales Manager Tamez noted the Women's Aviation Organization 99<sup>th</sup> International was at the Sheraton McKinney last weekend. One of the

speakers was Wally Funk. Visit McKinney Sales Manager Tamez noted the free historic walking tours on the following dates: Saturday, October 23<sup>rd</sup>; Saturday, November 20<sup>th</sup>; and Saturday, December 18<sup>th</sup>. All tours will begin at 11:00 a.m. at the visitor center. Visit McKinney Sales Manager Tamez stood for questions and there were none.

**21-0928** Chairman Loughmiller called for the consideration / discussion of the MEDC Monthly Organizational Report. President Tokar noted he met with MISD Deputy Superintendent Jason Bird to discuss attending the MEDC Board meetings to provide updates. MISD Deputy Superintendent Bird agreed there is room for partnership for collaborations and shared reporting. His recommendation was to update the Board bi-annually in March and September. President Tokar noted he is working to connect with the other surrounding school districts to eventually add them to the reporting rotation. President Tokar announced Senior Vice President Chavez has accepted a position as the Chief Business Recruitment Officer for the Charlotte Regional Business Alliance. President Tokar expressed his appreciation for Senior Vice President Chavez's contributions to the MEDC and wished him well in his new position.

**21-0929** Chairman Loughmiller called for the consideration / discussion of the MEDC Metric Dashboard Report. President Tokar noted the MEDC is on track to meet all the metrics. Community forums has been challenging as events cancel due to the resurgence of COVID. President Tokar noted the email marketing rate will be updated once fourth quarter newsletters email out. President Tokar noted the MEDC is overachieving in all other categories on the monthly metrics report.

**21-0930** Chairman Loughmiller called for the consideration/ discussion/ action on the September 2021 Financials. Financial Compliance Manager Miller reported September 2021 revenues were at \$1.56M and expenditures were at \$1M. Financial Compliance Manager Miller noted \$4.4M will roll

over to the next fiscal year to pay for project expenditures that were not paid this year. Financial Compliance Manager Miller reported the sales tax for the month of September is applicable to the month of July and there was a 14.2% increase over last year. Financial Compliance Manager Miller noted Allen had a 16.1% increase, Frisco had a 36.9% increase, and Plano had a 16.7% increase. Financial Compliance Manager Miller stood for questions and there were none. Board members unanimously approved the motion by Vice Chairman Jones, seconded by Board member Helsley, to approve the September 2021 Financials.

**21-0931** Chairman Loughmiller called for the presentation of the MEDC Business Retention and Expansion Program. Business Retention and Expansion Manager Clark presented the MEDC BRE Program to the Board. The presentation is attached to the agenda.

Chairman Loughmiller called for Citizen Comments and there were none.

Chairman Loughmiller called for Board Comments. Board member Cloutier noted the Dias de los Muertos celebration was a cultural success, and he appreciated the city's involvement. Board member Cloutier thanked Senior Vice President Chavez for all his work with the MEDC. Board member Cloutier thanked Chairman Loughmiller for his service as Chairman to the MEC Board. Board member Sipiora thanked Chairman Loughmiller for his service as Chairman and appreciates the way the Board has embraced limiting terms in leadership roles. Chairman Loughmiller thanked Senior Vice President Chavez and wished him well in his new role. Vice Chairman Jones thanked Senior Vice President Chavez and noted he has enjoyed working with him on the Innovation Fund Committee. Vice Chairman Jones congratulated the newly elected board officers and thanked them for their vote of confidence in electing him Chairman.

Chairman Loughmiller recessed the meeting into Executive Session at 9:08 a.m.

Chairman Loughmiller reconvened the meeting to open session at 10:32 a.m.



Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Sipiora, to approve Project Cardboard as discussed in Executive Session.

Board members unanimously approved the motion by Board member Helsley, seconded by Board member Cloutier, to adjourn.

Chairman Loughmiller adjourned the meeting at 10:35 am.

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

These minutes approved by the MEDC members on November 16, 2021

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BRIAN LOUGHMILLER  
Chairman

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JOE MINISSALE  
Secretary / Treasurer