

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

APRIL 15, 2014

The McKinney Economic Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on April 15, 2014 at 8:00 a.m.

Board members present: Ernest Lynch III, Darrell Tate, Lance Lindsay, Julie Fort, Robbie Clark, and Chuck Branch. Board member Pablo Ruiz 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, Administrative Assistant Connie Gibson and Corporation Attorney Mark Houser.

Guests present: MEDC liaison Mayor Pro Tem Travis Ussery, MEDC liaison Council Member Geralyn Kever, Deputy City Manager Jose Madrigal, Interim Deputy City Manager Barry Shelton, Chamber of Commerce Communications Director/Managing Editor Peggy Smolen, and MCDL Executive Director Cindy Schneible.

14-389 Minutes of the McKinney Economic Development Corporation Board Meeting of March 26, 2014. Robbie Clark made a motion to approve the minutes. The motion was seconded by Julie Fort and voted on. The vote passed.

14-390 Financial Report. Jim Wehmeier gave the financial report. The fiscal year is 50% through. The report next month will show \$2,900,000 income from the sale of the old Emerson Process Management building. Sales tax revenues are up 2.3% over 2013. Sales tax revenue for the month of March was \$618,914.

There were no questions on the checks issued for March. Darrell Tate made a motion to approve the financial report. Lance Lindsay seconded the motion. The motion was voted on and passed.

14-391 Board and Liaison Updates

Chamber of Commerce

- The Chamber board has formed a search committee for the President's position. Sara Thomas will chair the committee.
- A Young Professionals meeting will be held Thursday, April 17th.
- A transportation town hall hosted by Representative Sanford will be held April 30th at Collin Higher Education Center.
- The Women's Alliance of McKinney (WAM) Crawfish Boil during Arts in Bloom was very successful.
- The June issue of McKinney magazine will feature the Top 25 Women in Business.
- The Competitive Edge series seminar has been rescheduled.

City of McKinney

- The city is in the planning and development stage with the aquatic and fitness center.
- Single family home permits are continuing to be issued at the same pace as last year. Commercial permits are ahead of last year.
- The North Texas Municipal Water District gave an update to City Council recently. North Texas needs five inches of rain within the next 60 days to avoid moving to stage four water restrictions. City Council will be modifying the water restriction stages to mimic other Dallas area cities.
- The Human Resources interim director, Kathryn Usery, started last week.

McKinney Convention & Visitor's Bureau

- MCVB placed ads in TourTexas.com, McKinney Magazine, Texas Highways, and TTC/TML Magazine this past month.
- The MCVB office had 277 walk-ins this past month.
- Staff assisted with the booking of 124 hotel rooms, resulting in \$15,420 revenue.
- Staff worked up script for Beth Shumate's appearance on WFAA Good Morning, Texas.

McKinney Community Development Corporation

- The MCDC board approved three project grants during the March board meeting:
 - * Dallas Off-Road Bicycle Association - \$2,600 for tools to rehab sections of trail at Erwin Park.
 - * McKinney Fire Museum/Fire Dept. - \$51,000 for the restoration of an antique fire truck.
 - * McKinney Housing Authority - \$150,000 for the redevelopment of Newsome Homes into a senior housing community.
- The board approved incentives for Project Heat.
- The MCDC board will vote to send a recommendation to city council of Manhattan Construction Company for the aquatic and fitness facility.
- Work continues on the PSA project.

Ernest Lynch thanked Cindy Schneible for the synergy and cooperation with MEDC on projects.

McKinney National Airport

- O'Hare Flying Services is the newest tenant at the airport. They have leased most of the first floor of the terminal building.
- Another new tenant should be confirmed within the next two weeks.
- The revised airport budget shows a break even point for this year.
- Staff is working on the Airport Capital Improvement Plan that will be submitted to the City and to TXDOT.
- The airport staff is working on the business plan for the Fixed Base Operation that will include a Pro forma.

14-392 Business Development Report. Chad Walker was out for the day attending a regional site selectors meeting in Dallas. The business development report was available to read in the board packet.

14-393 Marketing and Research Report. Cayti Stein reported that the MEDC office has submitted 18 RFP's this year. The city IT department was complimented on their hard work and assistance with MEDC staff. Cayti works with the IT department on the GIS program and another program that will be used for demographic research. Press releases were shared with the board. Encore Wire was recently listed in Forbes magazine as one of America's 100 most trustworthy companies. The Sheraton hotel topping out event was well attended. Cayti will continue to work with Margulies Communication on airport press releases.

Robbie Clark asked about the relationship in terms of marketing the airport. Cayti Stein stated she works with Ken Wiegand and the City marketing department on the airport marketing needs.

Mr. Clark asked if there is a plan on marketing to specific aviation markets. Ken Wiegand stated that yes, there is a plan. More social media sites are being used for marketing, conferences are attended, and media advertising is being utilized. The airport board will be fine tuning the strategic marketing plan. Cayti Stein stated they have a data base (AMSTAT) that allows them to pull all of the aeronautics data from basically any airport that they choose.

14-394 Business Retention & Expansion and Emerging Technology Report. John Valencia reported that Manner Plastics solar fields are complete, and will begin work on the energy units that will be installed in May. These units are part of the Perfectly Green technology. Two small emerging technology projects were approved in March – Circle GX and SureShot media. Circle GX is currently looking for lease space. SureShot Media has signed a lease. Two press releases were shared with the board. They were for Nepris and TeacherTube. The Emerging Technology dashboard has been included in the board packet. Construction along highway 75 continues. Council member Kever took a tour with TXDOT staff along the construction zone and met with several business owners and MISD staff.

Chairman Lynch clarified that the emerging technology budget was "use it or lose it" with the \$500,000 annual allotment. It does not roll into the next year's emerging technology budget.

14-395 Executive Vice President's Report. Abby Liu reported the Sheraton topping out was a nice event. Abby Liu attended the grand opening of

the Greater Dallas Asian Chamber of Commerce office located in Plano. Several project updates would be given in executive session. Ms. Liu gave kudos for city staff for their help with the sale of the Emerson building.

- 14-396** President's Report. Jim Wehmeier stated that MEDC communicates daily with city staff on prospects. Barry Shelton has been wonderful to work with. Mr. Shelton has recently been named Interim Deputy City Manager. A transportation summit will be held on April 30th. The summit has been put together by Representative Sanford, and MEDC has agreed to sponsor the event.

Chairman Lynch called for a break at 8:42 a.m.

The meeting was called into Executive Session at 8:55 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 551.071(a) - Pending or contemplated litigation. Section 551.074 – Discuss personnel matters. Section 551.087 – Deliberation regarding economic development matters.

The meeting was called into Open Session at 9:55 a.m.

Darrell Tate made a motion to approve Project Heat. Chuck Branch seconded the motion. The motion was voted on and passed.

John Valencia handed out back up information on The Collide Center.

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

The meeting was adjourned at 9:57 a.m.

LANCE LINDSAY
Secretary/Treasurer