

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

**JULY 20, 2021**

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, July 20, 2021, at 8:00 a.m.

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

Absent: Kurt Kuehn, Patrick Cloutier, and Alternate Kimberly Ball.

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, Project Manager Miguel Esparza, MEDC Office Supervisor 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, Visit McKinney Executive Director DeeDee Guerra, and Visit McKinney Sales Manager Rachel Tamez.

Absent: Director of Technology and Research Michael DePaola and Business Retention and Expansion Manager Madison Clark.

There were 4 guests present.

Chairman Loughmiller called the meeting to order at 8:02 a.m. after determining a quorum present.

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

**21-0649** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation of June 15, 2021. Board members unanimously approved the motion by Secretary / Treasurer Minissale, seconded by Board member Helsley, to approve the Minutes.

**21-0650** Chairman Loughmiller called for Board and Liaison Updates.  
Chairman Loughmiller reported Board appointments are coming up in August and noted various openings on current Boards throughout the city.

City of McKinney – City Manager Grimes reported staff has been working on updating the development codes. City Manager Grimes noted Staff will have a series of joint meetings with the Planning and Zoning Commission to review some of the major changes. The goal is to have the new developmental regulations adopted by the end of the calendar year. City Manager Grimes noted this has been a multiyear program and the Comprehensive Plan needed to be established before zoning ordinances and updated regulations could be addressed. City Manager Grimes noted the Staff will present the fiscal year 21-22 budget proposal to City Council on August 13<sup>th</sup>. If approved by City Council, the fiscal year 21-22 budget will be adopted in mid-September.

Community Development Corporation – MCDC Board Liaison McGill noted MCDC is nearing the end of the season for fiscal year 20-21 Project Grants. Habitat for Humanity of Collin County, Heard-Craig Center for the Arts, and Collin County Children's Advocacy Center submitted applications prior to the June 30<sup>th</sup> deadline. Public hearings will be held at the MCDC Board meeting on July 22<sup>nd</sup>. Board action on the hearings will take place at the MCDC Board meeting on August 26<sup>th</sup>. MCDC Board Liaison McGill reported McKinney Parks and Rec applied for the \$5.5M allocated to Parks CIP funding in fiscal year 21-22 and requested a reallocation of \$520K from the Park's Umbrella Fund for the Rec Center at Towne Lake. MCDC Board Liaison McGill reported the MCDC Board will be taking action on the following Promotional and Community Grant applications at the July 22<sup>nd</sup> meeting: Heritage Guild of Collin County, Colorful Collaborations, Crape Myrtle Trails Foundation, McKinney Main Street, McKinney ISD Athletics, SBG Hospitality, McKinney Rotary Foundation, and the McKinney Philharmonic Orchestra. MCDC Board Liaison McGill reported Retail Development Infrastructure Grants will be accepted through July 30<sup>th</sup>. This is a matching grant program with a maximum award of \$25K and

eligible expenses include horizontal infrastructure. Applications will be presented at the August 26<sup>th</sup> MCDC Board meeting. MCDC Board Liaison McGill noted the MCDC subcommittee is meeting with TUPPS bi-weekly to review and discuss plans, including some of the entertainment amenities that are underway. TUPPS' Specific Use Permit was approved by Planning and Zoning on June 22<sup>nd</sup> and will be presented to City Council on July 20<sup>th</sup>. The recommendation from the MCDC would include additional green screening to serve as a sound buffer and limit the number of outdoor events scheduled each month. MCDC Board Liaison McGill reported the Retail Coach provided updated demographic information for the McKinney retail trade area and submarkets.

Visit McKinney – Executive Director Guerra noted Visit McKinney met with the General Manager from the Fairfield Inn and the hotel will open on September 25<sup>th</sup>. This hotel will bring an additional 105 rooms to McKinney's inventory. The Best Western has been closed due to the damage from the winter storm and will reopen on July 21<sup>st</sup>. Executive Director Guerra reported Visit McKinney's first cycle of promotional and advertising grants is open. There is \$15K available to award and the applications are due October 4<sup>th</sup>. Presentations will be made to the Visit McKinney Board on October 26<sup>th</sup> and the Board will award the grants at the November 23<sup>rd</sup> Board meeting. Executive Director Guerra noted the Visit McKinney website launched on June 10<sup>th</sup> and they are continuing to work out the glitches. Executive Director Guerra introduced Rachel Tamez as the new Sales Manager for Visit McKinney.

**21-0651** Chairman Loughmiller called for the consideration / discussion of the MEDC Monthly Organizational Report. President Tokar introduced Miguel Esparza as the New Project Manager for the MEDC.

**21-0652** Chairman Loughmiller called for the consideration / discussion of the

MEDC Monthly Metrics Dashboard Report. President Tokar noted the metrics are consistently increasing month to month and the project pipeline has increased over last month. President Tokar noted the Bisnow event the MEDC sponsors every year will be in October. President Tokar noted the Community Housing Forums will resume in September and the MEDC will collaborate with McKinney Neighborhood Services to speak to the HOA's in the community about the MEDC. President Tokar noted Business Expansion and Retention visit numbers have increased due to the relaunch of the program. President Tokar noted Director of Technology and Research DePaola has compiled an introductory list of our business footprint in the city, and we are in the process of narrowing it down to have a snapshot of the businesses located in McKinney.

Chairman Loughmiller called for Citizen Comments and there were none.

Chairman Loughmiller called for Board Comments and there were none.

Chairman Loughmiller recessed the meeting into Executive Session at 8:17 a.m.

Chairman Loughmiller reconvened the meeting to open session at 9:17 a.m.

Board members unanimously approved the motion by Vice Chairman Jones, seconded by Board member Sipiora, to approve Project Timber as discussed in Executive Session

Board members unanimously approved the motion by Board member Helsley, seconded by Secretary / Treasurer Minissale, to approve the grant amendment to Project Ghost as discussed in Executive Session

Board members unanimously approved the motion by Secretary / Treasurer Minissale, seconded by Board member Helsley, to approve the amendment to Morrow Renewables as discussed in Executive Session.

Board members unanimously approved the motion by Secretary / Treasurer Minissale, seconded by Vice Chairman Jones, to adjourn.

Chairman Loughmiller adjourned the meeting at 9:20 a.m.

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

These minutes approved by the MEDC members on August 17, 2021.

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BRIAN LOUGHMILLER  
Chairman

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JOE MINISSALE  
Secretary / Treasurer