

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**NOVEMBER 21, 2013**

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on November 21, 2013 at 8:00 a.m.

Board members present: George Fuller, Scott Elliott, David Myers, David Clarke, and Kurt Kuehn.

Staff present: Executive Director Cindy Schneible, Administrative Assistant Connie Gibson and Director of Marketing Cayti Stein.

There were several guests present.

**13-1195** Minutes of the McKinney Community Development Corporation Board Meeting of October 24, 2013. Scott Elliott made a motion, seconded by Kurt Kuehn, to approve the minutes of the October 24, 2013 board meeting. The motion was voted on and passed.

**13-1196** October 2013 Financial Report. CFO Rodney Rhoades gave the financial update. Sales tax receipts continue to trend up. October receipts were up 8.9% over October 2012. There were no questions on check issued.

**13-1197** Board and Liaison Updates

### Board Chair

- The Mayor, Mayor Pro-Tem, City Manager and Mr. Fuller have worked with Three Architecture and the Beck team to explore changes to enhance the exterior of the McKinney Sheraton Hotel and Conference Center. A presentation will be made to City Council in early December.

### Chamber of Commerce

- The Chamber will be promoting the “Buy Local! McKinney First” campaign through the end of the year through the following activities:
  - The December issue of McKinney magazine will feature a holiday gift guide with gift suggestions of \$30 and under from local merchants.
  - “Buy Local” presence during the “Home for the Holidays” event November 29–30.
  - Promotion of “Small Business Saturday” which is scheduled for November 30<sup>th</sup>, through social media outlets leading up to the event and distribution of marketing materials.
  - The “Twelve Days of Christmas” promotion will feature local retail

merchants on the Chamber website. The promotion will run December 2<sup>nd</sup> through 13<sup>th</sup>, with at least one deal or promotion each day. The event will be promoted through social media and email marketing.

#### City of McKinney

- The City of McKinney recently acquired the airport assets, and took over airport operations on November 1<sup>st</sup>.
- Development activity throughout the city continues to trend up.

#### Main Street & MPAC

- The “Home for the Holidays” event is Friday, November 29<sup>th</sup> and Saturday, November 30<sup>th</sup> in downtown McKinney.
- The Believe! 2013 run benefitting Holy Family School will be held in downtown McKinney on Saturday morning, November 30<sup>th</sup>. Santa Claus will lead the run.

#### McKinney Convention & Visitor's Bureau

- The MCVB had 200 visitors to the office last month.
- The MCVB staff assisted with 343 hotel rooms this past month.
- The “Made in McKinney” store has several new items for the holidays.
- Several events will be promoted by MCVB in November and December and include:
  - Crape Myrtle Trails 5K and 1 Mile November 23rd
  - 40<sup>th</sup> Annual Holiday Tour of Homes December 7-8th
  - Holiday Parade of Lights December 14<sup>th</sup>
  - Holiday Trail of Lights at Heard December 14th  
Museum December 20-21st

#### McKinney Economic Development Corporation

- MEDC acquired ownership of the Emerson building off McDonald Street on November 4<sup>th</sup>. The building has been shown over a dozen times since MEDC took ownership, and an offer to buy the building was received November 20<sup>th</sup>. Negotiations are ongoing.
- MEDC is putting together a plan with a master developer for the Gateway site. They will begin interviewing groups to design the site soon.
- McKinney is a finalist for a large economic development project. Staff anticipates making an announcement soon.

- MEDC will have an industry appreciation event in conjunction with the 20<sup>th</sup> anniversary event that is scheduled for December 12<sup>th</sup>. The event will be held at the McKinney International Airport.

#### McKinney National Airport

- A concrete reconstruction project will begin soon. The design plan is scheduled to go to TXDOT for review.
- Mark Jaraczewski has been hired to run the Fixed Base Operation at the airport.

#### Parks, Recreation & Open Spaces

- The new PROS development superintendent, Tony Nielsen, will begin work December 2<sup>nd</sup>.
- The Finch Park bridge renovations are underway.

**13-1198** Consider/Discuss Construction Delivery Methods for City Projects. Trish Jackson, Facilities Construction Manager for the City of McKinney, presented an overview of the different types of construction delivery methods available for municipal projects and discussed the models that could be considered for the Aquatic/Fitness facility.

#### **13-1199** Marketing Report

- The e-newsletter was sent out November 20<sup>th</sup>. Approximately 95 people received the letter. Additionally a letter with the e-newsletter attached was sent to all HOA's registered with the city with an invitation to subscribe to future editions of the e-news.
- MCDC had a table highlighting MCDC projects at the State of the Community luncheon on November 7<sup>th</sup>.
- Emerson Process Management held an Open House on November 8<sup>th</sup>.
- MCDC will advertise in the December issue of McKinney Magazine and the Courier Gazette's "Home for the Holidays" special section.
- Cayti Stein has been working with the IT department to create a GIS program that will show McKinney parks and trails, and MCDC projects. When finalized, the program will be available from laptops or smart phones.

#### **13-1200** Executive Director's Report

- Eleven responses were received to the Request for Qualifications

that was issued for the Aquatics/Fitness facility project. Review is underway and the target date for making a recommendation for selection to City Council is mid-December or early January.

- An email notifying organizations of the next Promotional and Community Events grant application cycle went out November 20<sup>th</sup>. The deadline for applications is January 3<sup>rd</sup>. P & C applications will be presented to the board during the January board meeting.
- The Quality of Life nomination letter will be sent out in December. The Quality of Life award is presented every year during the Chamber Awards dinner. A date for the dinner has been scheduled for February 28, 2014.
- The Gateway developer submitted applications for core and shell permitting on November 20<sup>th</sup>. It is expected the permit will be issued on December 11<sup>th</sup>.
- Baylor Medical McKinney gave a status update this past month. The meeting was attended by Cindy Schneible and Kurt Kuehn.
- The MCDC Christmas dinner will be held December 19<sup>th</sup>.
- The MCDC December meeting will include the yearly Strategic Retreat.

Scott Elliott made a motion to adjourn the meeting. The motion was seconded by David Myers. The motion was voted on and passed.

The meeting was adjourned at 9:03 a.m.

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GEORGE FULLER

Chairman