

## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**JUNE 23, 2016**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on June 23, 2016 at 8:00 a.m.

Board members Present: Chairman Scott Elliott, Treasurer David Myers, Hamilton Doak, Rick Glew and Michelle Gamble. Absent: Vice Chairman Kurt Kuehn and Secretary David Clarke.

Council Liaison Present: Councilwoman Tracy Rath

Staff Present: President Cindy Schneible

City Staff Present: Interim City Manager Tom Muehlenbeck, Senior Financial Analyst Trevor Minyard, Director of Strategic Services Chandler Merritt, Director of Parks and Recreation Rhoda Savage, Assistant Director of Parks and Recreation Ryan Mullins, Planning Development Manager Jennifer Arnold, MEDC Interim President Abby Liu, Executive Director of Development Services Michael Quint, Main Street/MPAC Program Director Amy Rosenthal, MCVB Administrative Assistant Vanesa Rhodes, City Secretary Sandy Hart, Communications and Media Manager Denise Lessard, MEDC Executive Assistant Sheri Van Slycke.

There were nine guests present.

Chairman Elliott called the meeting to order at 8:00 a.m. after determining a quorum was present.

- 16-638** Minutes of the McKinney Community Development Corporation Meeting of May 26, 2016. Board members unanimously approved the motion by Treasurer Myers, seconded by Board member Doak, to approve the May 26, 2016 meeting minutes.
- 16-639** Chairman Elliott called for May Financial Report. Senior Financial Analyst Trevor Minyard reported the revenues for the MCDC is above budget YTD by 11.03%. Sales tax figures came in 9.21% above last year's collection through May. Expenditures are below budget in total, with personnel expenses coming in approximately 26.67% under budget

through May. The majority of MCDC expenses continue to be project costs for McKinney Aquatic and Fitness Center (MAFC). As of May, the MCDC has made over \$15.6 million in expenditures related to MAFC construction. Mr. Minyard reminded the Board that the interactive monthly financial report is available online on the City of McKinney website.

**16-640** Chairman Elliott called for the Board and Liaison Updates.

City of McKinney - Interim City Manager Tom Muehlenbeck reported progress is being made on filling several department head positions, and the only position still open is the Human Resource Director. The Assistant City Manager position will be filled after August 1<sup>st</sup> by the new City Manager Paul Grimes. Police Chief Conley will be hosting a special forum June 27<sup>th</sup> at 6:30 p.m. at Old Settler's Park to continue the ongoing dialogue with the citizens of McKinney, the School Resource Officers and the Community Advisory Committee. The City Council Budget Retreat will be July 27<sup>th</sup> to review all projected revenues and expenditures for the next fiscal year, as well as the suggested tax rate for Fiscal Year 2016-2017. Board member Doak added his commendation to Chief Conley for a great job of community outreach for the Taco Night the Police department recently hosted held at Old Settler's Park.

Main Street & MPAC - Main Street/MPAC Program Director Amy Rosenthal reported preparations are in process for the Hometown July 4<sup>th</sup> Red, White and Boom Parade which will be held at 10:00 a.m. that day. Later that same week, Friday Night Flicks will showcase The Good, The Bad and The Ugly. In addition, July 29<sup>th</sup>, McKinney's own winner of The Voice, Madi Davis will provide a concert at the McKinney Performing Arts Center. Sawyer Fredericks, another Voice winner, will be providing a concert at MPAC on August 18<sup>th</sup>. Radney Foster will be performing on August 23<sup>rd</sup>, and in November, Aaron Neville will be in McKinney.

McKinney Convention and Visitors Bureau – Administrative Assistant Vanesa Rhodes reported May was a very busy month. MCVB assisted in booking over 250 hotel room nights, which included six weddings, one social group, one sports event and one corporate event. MCVB recorded 207 guests that entered the Visitors Bureau and while 68 of those were from out of state, 13 were from out of the country. Ms. Rhodes continued that the MCVB received two RFP's, one for the Texas Association of Convention and Visitors Bureau for which we did not qualify due to space limitations, and one for the Texas Society of Infection Control & Prevention at the Sheraton for 50 attendees in July, which was a successful bid. MCVB generated quite a bit of free positive publicity with total impressions of 99,394 with a public relations value of \$22,800 and \$7,600 in print value.

McKinney Economic Development Corporation – MEDC Interim President Abby Liu reported that the MEDC Board approved two projects as well as a non-binding letter of intent for The WERX to support their efforts in securing a federal grant, at the June 16<sup>th</sup> meeting. In addition, Ms. Liu represented McKinney at the Select USA, Invest in the United States in Washington, D.C. with over 3,000 attendees from 70 countries. President Obama was the keynote speaker.

Parks and Recreation – Assistant Director of Parks and Recreation Ryan Mullins reported that due to all the recent rain staff has spent a great deal of time with grounds maintenance and mowing. A number of summer camps have kicked off, pools are open and swimming lessons are in full swing. McKinney Lifeguards will be competing at the North Texas Guard Games on June 24<sup>th</sup>. Tonight is the final Jammin' in June-Music in the Park concert with local favorites Susie and Rick. Mr. Mullins shared the agenda for the July 4<sup>th</sup> events, including the Red, White and Boom Parade and following that the Car Show from 1-5 p.m. Typically, about 200 cars will participate in this event.

Board Chair – Chairman Elliott mentioned how gratified he is to be living in McKinney and how things are getting better and better in the city. Mr. Elliott reminded those in the Chamber as well as those that may be watching online that the deadline for application to all Boards and Commissions is coming up soon. Leadership McKinney has received at least 50 applications and the class is limited to about 25 to 30 students, so if you are not selected this year, please apply again. Mr. Elliott commended the Chamber for organizing Serve McKinney and Collin College for hosting the event. Mr. Elliott encouraged all interested in participating in events that CDC has promoted or been involved with through the grant process to go to the CDC website for details. Finally, kudos to Board members Doak and Glew for their long hours of participation at the Ice Cream Crank-off this year.

**16-641** Chairman Elliott called for the President's Report. President Cindy Schneible noted the reports included in the agenda packet were Grants Awarded, Prospective Projects, the monthly status report on construction for the Aquatic Center, as well as the final reports for 3e McKinney's Run for Cover event, and ManeGait's Gaitapalooza. The deadline for promotional grant applications is June 30<sup>th</sup> and the project grant cycle is open until the end of July. Ms. Schneible shared her plans to move the process for each promotional and project grant cycle up by one month for the coming fiscal year. MCDC is working with the communications department to transition the CDC website to the CivicPlus platform which will be complete in October. In addition, CDC is supporting the city communications department in its effort to promote downtown activities with street banners and perhaps supplementing those efforts. Finally, please mark your calendars for an event CDC supported with a grant, the Fairways for Families event is on June 28<sup>th</sup> at Stonebridge Ranch Country Club.

**16-642** Chairman Elliott called the Update on the ONE McKinney 2040 Comprehensive Plan Initiative. Long Range Planner Jennifer Arnold provided the presentation and general overview. Ms. Arnold explained what a major project the One McKinney 2040 Plan has been over the last year and believed it was important to present to the various boards and departments what has been accomplished, so there is an understanding of the process, and what it means to the city. Ms. Arnold reported that the entire One McKinney 2040 Comprehensive Plan, as well as information secured at meetings and citizen input is available online at [www.onemckinney2040.com](http://www.onemckinney2040.com).

**16-643** Chairman Elliott called for the Consideration/Discussion/Action on Approving the Name, Tagline and Logo for the New Aquatic and Fitness Center. Director of Parks and Recreation Rhoda Savage explained the thought and decision making processes regarding how the new name and logo had been created and recommended. Ms. Savage expressed her appreciation to all the individuals involved for all their hard work on this important branding project. Ms. Savage requested the MCDC Board's approval for the Apex Centre, as the new name, the tagline "Reach Your Peak", and logo for the Aquatic and Fitness Center. Board members unanimously approved the motion by Board member Doak, seconded by Board member Gamble, to approve the name, tagline and logo for the new Aquatic and Fitness Center.

**16-644** Chairman Elliott called for the Consideration/Discussion/Action on Project #16-05, a Request Submitted by Heard Natural Science Museum and Wildlife Sanctuary in the Amount of Fifty Thousand Dollars (\$50,000) for Purchase of Equipment, Infrastructure Improvements and Construction Required for the Dinosaurs Live Exhibit, Amount Requested Represents 77% of Total Estimated Project Cost. Following discussion to clarify the timeframe for the exhibit had been extended from four to five months, Board members unanimously approved the motion

by Treasurer Myers, seconded by Board member Glew, to approve Project #16-05. Chairman Elliott expressed the Board's desire to see a capital fund established by the Heard Museum for future capital needs.

**16-645** Chairman Elliott called for the Consideration/Discussion/Action on Project #16-06, a Request Submitted by McKinney Rotary Clubs in the Amount of Two Hundred Thousand Dollars (\$200,000), Plus Contingency for Construction of an All-Abilities Playground in Bonnie Wenk Park, Amount Requested Represents 47% of Total Estimated Project Cost. Chairman Elliott noted the actual percentage of the funding request is 36% of the total estimated cost, instead of 47% as stated in the agenda item. Board member Glew asked if the school district had been asked to support the All-Abilities Playground. MISD Director of Student Services Dr. Stella Stevens shared an article of the Texas Constitution to explain why, from MISD's perspective, the school district would not be able to assist with funding this community project. Board members requested updates on other grant opportunities and Rotary Foundation representative Juli Smith provided the information. Chairman Elliott noted that in many cases the CDC grant funds are to be used as the funding of last resort, and he was recommending that be the case with the request for the All Abilities Playground funding. Board members unanimously approved the motion by Chairman Elliott, seconded by Board member Doak, to approve Project #16-06, with the stipulation that CDC funds in the amount of \$200,000 be used as the funding of last resort and with no contingency funding.

**16-646** Chairman Elliott called for the Consideration/Discussion/Action on Project #16-07, a Request Submitted by Heritage Guild of Collin County in the amount of Fifty Thousand Dollars (\$50,000) for Improvements to the Dulaney Cottage, Located at 307 S. Chestnut Street in Chestnut Square, Amount Requested Represents 56% of Total Estimated Project Cost. Chairman Elliott indicated no action would be taken on this item,

due to lack of a voting quorum. Action on the item will be scheduled for the July 28, 2016 meeting.

Chairman Elliott called for citizen comments and there were none. Chairman Elliott called for Board or Commissioner comments and there were none.

Board members unanimously approved the motion by Treasurer Myers, seconded by Board member Gamble, to adjourn. Chairman Elliott adjourned the meeting at 9:12 a.m.

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SCOTT ELLIOTT  
Chairman