

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JUNE 25, 2020

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on June 25, 2020 at 8:00 a.m.

Board Members Present: Chairman Jackie Brewer, Vice Chairman Rick Glew, Secretary Mary Barnes-Tilley, Treasurer Angela Richardson-Woods, and Board members Kathryn McGill, David Kelly and John Mott.

Alternate Board Member Present: Deborah Bradford.

City Council Members Present: Councilman Scott Elliott.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Financial Compliance Manager Chance Miller, Assistant Director of Parks and Recreation Ryan Mullins, Visit McKinney Sales Manager Vanesa Rhodes, Main Street and MPAC Director Amy Rosenthal, Main Street Program Coordinator Aaron Werner, and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chairman Brewer called the meeting to order at 8:01 a.m. after determining that a quorum was present. She announced that June is National Cancer Survivor Month and that today is National Handshake Day, National Mom and Pop Business Owners Day and National Leon Day which celebrates exactly six months before Christmas. She invited everyone to join in a few moments of reflection about unity, focusing on our differences to benefit our commonalities.

Chairman Brewer called for public comments on the agenda items, and there were none.

20-0520 Chairman Brewer called for a motion to approve the minutes of the McKinney Community Development Corporation meeting of May 28, 2020. Board members unanimously approved a motion by Secretary Barnes-Tilley, seconded by Board member Mott, to approve the minutes.

20-0475 Chairman Brewer called for a motion to approve the minutes of the Parks, Recreation, Open Space and Advisory Board joint meeting of May 14, 2020. Board members unanimously approved a motion by Board member Mott, seconded by Secretary Barnes-Tilley, to approve the minutes.

20-0521 Chairman Brewer called for the Financial Report. Financial Compliance Manager Chance Miller stated that May had a net profit of \$300,000, with revenues of \$1.3 million and expenditures of \$1 million which included significant park improvement expenses and the first round of COVID recovery grants. May sales tax, which reflects March sales, showed a 1.1% percent decrease over May of 2019. He added that it had been anticipated that we would see a 10% decrease, which is what most of our sister cities experienced. Mr. Miller asked for questions, and Board member Kelly asked if Mr. Miller had a sense as to why we performed better than our sister cities. Mr. Miller stated that it could be that we are a growing city or could be because of the work of the MCDC and MEDC to facilitate sales tax growth. He added that the only industries that were down were construction and food and accommodations, but retail trade was up. Chairman Brewer asked for questions on the Checks Issued Report, and there were none.

20-0522 Chairman Brewer called for Board and Liaison Updates.
Visit McKinney. Sales Manager Vanesa Rhodes announced that McKinney is now officially a Texas Music-Friendly City. Visit McKinney encouraged residents to be tourists in their hometown during National Tourism Week which was the first week of May. She thanked the Board for sharing the cost of the First Responders appreciation lunch and thanked Chairman Brewer, board members and MCDC staff for participating. Ms. Rhodes reminded the Board about The Daytripper's visit to McKinney which aired in Dallas last week. The *YOLO, TX* show

out of San Antonio visited McKinney last week along with an influencer couple, which led to great social media coverage and an increase in followers in one week equal to what they typically see in a month. Ms. Rhodes asked for questions, and there were none.

City of McKinney. City Manager Paul Grimes stated that the Tri-Cities Small Business Recovery Grant funded by the CARES Act is now live. This grant fund totals \$5 million and will provide grants in an amount up to \$25,000 to businesses with fewer than 100 FTEs. He announced that the John and Judy Gay Library is now open with completed expansion and features that they believe the community will love. He informed the Board that residents can share input and provide their own priorities regarding budget via a virtual town hall budget meeting. Mr. Grimes announced that McKinney will still have a firework display on July 4, but there will not be an onsite celebration this year. Mr. Grimes asked for questions, and there were none.

McKinney Economic Development Corporation. Chairman Brewer directed the Board to the report attached to the agenda.

McKinney Main Street/MPAC. Director Amy Rosenthal announced that the drive-through 4th of July parade will be from 9 – 11 a.m. Floats will be parked around the square in downtown McKinney with a drive-by route established for “parade-goers.” There will be a live broadcast hosted by Mayor and Maylee Fuller talking about the history of McKinney and providing parade information during the event. The summer drive-in concert series kicks off with Farewell Angelina on July 18 at TUPPS. Valet service is up and running on Thursdays, Fridays and Saturdays, and this is helping alleviate some of the issues from construction along Louisiana Street.

McKinney Parks and Recreation. Assistant Director Ryan Mullins announced that the new Fitness Court at Bonnie Wenk has been installed and residents are using it. He stated that the new 27-passenger

bus has arrived, and they are working on a wrap for it. Cottonwood Park, Old Settlers and Senior Center projects are well underway. Apex reopened on June 1, and they saw 2,300 visits the first week and about 3,000 the second week. Pools opened on June 15 for laps and water exercise classes with limited participants. Mr. Mullins acknowledged that it has been difficult working through all the COVID guidelines and restrictions, but public pools will open on June 29. The biggest challenge they have faced in reopening has been staffing and training. Mr. Mullins announced that the Parks and Recreation Facebook page will launch on July 1, and they are excited to be able to tell their own stories without over-posting on the city's page. He reiterated that the Red, White and Boom firework show will go on for July 4. Fireworks will be 600 feet high, so McKinney residents will be able to see the show from anywhere in the city and can tune into WRR 101.1 for music synchronized to the fireworks. Mr. Mullins asked for questions, and Chairman Brewer asked about the wrapping on the Fitness Court. Mr. Mullins stated that it has now been wrapped and added that the court does allow for social distancing.

20-0523

Chairman Brewer called for the President's Report. President Schneible reminded the Board that the deadline for this cycle of Projects Grant applications is June 30, and there is a remaining budget of about \$661,000 for this fiscal year. She announced that the second cycle for Retail Development Infrastructure Grants opens on July 1, and we have a new flyer that provides an overview of the grant program and can be used by Board members as a leave-behind when they visit stores in person to promote the grant. Ms. Schneible reiterated that the Tri-Cities Small Business Recovery Grant Program funded by CARES Act opened on June 24 with a deadline of July 8. Grant amounts are up to \$25,000, and eligibility requirements are online and include 100 or fewer FTEs and

revenues of \$15 million or less. The application cycle for the second round of the MCDC-funded McKinney Strong COVID Recovery Grant ended on June 18, and we received about 180 applications including 60 from home-based businesses. The goal is to have reviews completed by July 10 with grants funded the week of July 13. There was a concerted effort to reach out to those from Round 1 that were not funded or had incomplete applications. Some responded they are doing well and no longer need assistance. Ms. Schneible directed the Board to the final report from Empty Bowls, stating that the event raised \$70,000 even though it was entirely virtual and that \$60,000 will be granted to Community Lifeline Center. She added that 20% of those who purchased tickets for Empty Bowls were from outside of McKinney, and they had participation from more than 100 artists. Ms. Schneible asked for questions. Chairman Brewer added that she was impressed by the Empty Bowls event this year.

20-0524 Chairman Brewer called for consideration/discussion of a Promotional and Community Event Grant application submitted by Odysseus Chamber Orchestra (PC #20-13) in the amount of \$12,000 for the advertising, marketing and promotion of the 2020-2021 Concert Series to include five (5) performances. Orchestra Director Jason Lim stated that the orchestra was founded in Denton in 2012 and moved to McKinney in 2014. Programs include the Greater North Texas Youth Orchestra, summer music intensives, GNTYO Concerto Competition, annual school concert tour, mentorship program that allows youth to perform alongside professionals, Celtic Strings Ensemble and a summer opera academy. They are requesting \$12,000 for marketing and promotion to include \$8,400 for radio ads, \$2,500 for Facebook ads, \$500 for an email blast and \$600 for a season flyer. Mr. Lim stated with the help of funding from MCDC, last season saw a 30% increase in

attendance. The concert series will include the following performances: Tango Music of Piazzolla on September 25, Halloween Spectacular on October 25, All-Star Christmas Concert on December 4 which features the Maylee Thomas Band, Music of Mozart on February 6, 2021 and Bossa Nova by Jobim on March 13, 2021. The Bossa Nova and Christmas concerts will be at MPAC and all other performances will be at Church Street Auditorium. Mr. Lim shared the vision of the orchestra which is to build world-class professional and youth orchestras and help put McKinney on the map as an arts powerhouse. He added that the orchestra's website has links to the City of McKinney and Visit McKinney. Mr. Lim asked for questions. Vice Chairman Glew asked for clarification on the venue for the shows, and Mr. Lim stated that two shows are at MPAC and the others at Church Street Auditorium. Chairman Brewer asked about capacity at Church Street, and Mr. Lim stated that capacity is 300 but he anticipates that when they re-open they may only seat 30, so they are looking into MISD venues to accommodate larger audiences. Chairman Brewer inquired about the number of attendees who are not friends and relatives of the orchestra, and Mr. Lim explained that since the musicians are professional freelancers who perform with several groups, they do not typically bring family or friends.

Chairman Brewer added that application requests for this cycle totaled \$116,500 and the budget balance is around \$75,000.

20-0525 Chairman Brewer called for consideration/discussion of a Promotional and Community Event Grant application submitted by The Heritage Guild of Collin County (PC #20-14) in the amount of \$15,000 for the advertising, marketing and promotion of the Fall Murder Mystery, The Legends of McKinney Ghost Walk, Fall Fundraiser, 47th Holiday Tour of Homes and the Historic McKinney Farmers Market. Vice Chairman Glew

recused himself from the presentation and discussion on Agenda Item #20-0525. Director Jaymie Pedigo stated that they are requesting \$15,000 for promotion of Fall and Winter events, which represents 90% of anticipated advertising costs. Promotional efforts will include Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Creekside Living, other potential opportunities and print materials. She explained that typically they only ask for 60%-75% of total budget, but they will be cutting their overall budget by 25% for the remainder of the year due to COVID. She thanked the Board for past support, noting that attendance at these events has experienced a steady increase over the past five years. Year-to-date revenues as of April have decreased significantly from last year. Revenue from programs (Farmers Market, tours, education) decreased from \$35,344 to \$22,325, event revenue dipped from \$27,899 to \$8,562, and wedding and rentals were down from \$47,707 to \$17,875. She added that the wedding revenue will be a long-term impact, since weddings are paid 90 days in advance for weddings that are being postponed until Fall or even later, taking potential dates off the calendar for Fall and Winter bookings. Ms. Pedigo showed some photos from The Daytripper's visit, and stated they were pleased that about nine minutes of the final video was from Heritage Village. There are several events included in this request. Murder Mystery will be August 15, and North Texas Civilian Historians will donate their services. Legends of McKinney Ghost Walk will be October 30 and 31 and will be similar to past events, but there is no guarantee that they'll be able to use or fill the trolley. Farmers Market is open every Saturday now with seventeen fewer vendors. They continue to look for better social distancing solutions. Ms. Pedigo stated that since the market was deemed essential, they only lost one shopping day. The Holiday Tour of Homes will likely be in the format of a virtual tour. Since this is the 150th birthday of the Johnson House and Dulaney Cottage,

they will highlight these homes on the tour along with up to nine other homes built in the same time period. They will likely video the homes in the Fall to prepare for a virtual event during the holiday season. Regarding the impact of these events on tourism, Ms. Pedigo shared the following data from 2019: Murder Mystery hosted 64 guests, eight from out of town; 82 of the 435 presold tickets for Ghost Walk were from outside the immediate area; and the Holiday Tour of Homes draws about 1200 to 1500 attendees each year, about half of whom are from outside McKinney. Ms. Pedigo asked for questions. Chairman Brewer expressed appreciation for all they are doing to keep things moving forward. Ms. Pedigo added that there was also a major auto accident that damaged some of the property, and they are working with insurance companies for resolution. Vice Chairman Glew returned to the meeting following discussion of this item.

- 20-0526** Chairman Brewer called for consideration/discussion of a Promotional and Community Event Grant application submitted by McKinney Community Band (PC #20-15) in the amount of \$12,000 for the advertising, marketing and promotion of the three (3) free performances. Marsha Hope shared that the McKinney Community Band is a nonprofit, all volunteer organization in its fourteenth season. They perform six free concerts per year with attendance ranging from 250 to 500 per show. Including private events, their performances reached 10,000 people in 2019. The full-size band plays a wide range of music which exposes the audiences to all genres. Their concerts are family-friendly with audiences ranging in age from senior citizens to young children. The band provides an opportunity for non-professional performers to pursue their skills and perform. In addition to the full-size band, the organization has a Flute Ensemble and a Dance Band that perform at smaller venues and events, providing additional outreach and revenue stream through donations.

Ms. Hope stated that community outreach is a big part of their program, and outreach programs include playing at senior/retirement centers, honoring veterans through one of its concerts and providing a scholarship fund for music students at Johnson Middle School where the band rehearses. They also have a Music for Life Program where middle and high school students perform with the band to demonstrate and encourage music as a lifelong endeavor. The organization collaborates with businesses and art organizations including a partnership with Music & Arts where they provide instruments for a “petting zoo” at a concert. Ms. Hope added that the ensembles perform at events at Heard Craig House and Chestnut Square. The band is currently performing virtual concerts due to COVID, and half of all donations raised through July will go to One Heart McKinney. This grant request is for \$12,000 for promotion and marketing of three events – a fall event, Veteran’s Day concert and holiday event. Ms. Hope stated that the focus of the band up until this point has been to establish it as a premier community band with superior equipment and music, and they are now entering a phase where they are ready to get the word out more about their organization. Ms. Hope presented some examples from past promotional efforts, stating that she felt they have done a lot with a limited budget. The goals going forward are to increase outreach, broaden community awareness and expand their partnerships in ways that will benefit McKinney and the arts community. Promotions currently include calendar ads, posters, email blasts and free digital ads. With funding from MCDC, the plan would be to expand the scope of their current promotions in several areas: expand their market beyond McKinney through targeted social media and digital advertising, incorporate radio advertising, and add major print ads in Celebration Magazine. Ms. Hope added that they have hosted performances at MPAC, in McKinney parks and at MISD locations, thus showcasing the city to visitors. She added that the organization

enhances quality of life in McKinney for both performers and audiences. She also shared that the band has a patriotic music virtual concert this Saturday at 7:00 p.m. and invited Board members to be part of the audience. Chairman Brewer asked if there were any specific plans for the organization to move from virtual concerts back to in-person performances. Ms. Hope stated that the concert this Saturday is virtual, but the organization plans to be in-person for the Fall concert at Bonnie Wenk Park with a family-friendly Halloween theme. She added that MISD hasn't released available dates for non-MISD organizations yet. They are hoping to be in-person at MPAC for a November Dance Band performance and at MISD for the holiday concert, and typical attendance at these concerts would allow for reduced capacity at both venues. They also have plans to record the concerts and release the videos for streaming. Chairman Brewer asked how the group has been practicing, and Ms. Hope stated that Johnson Middle School will hopefully open for them in August to begin practicing as a group again. Chairman added that she believes Bonnie Wenk is a great idea for the Fall concert. Vice Chairman Glew expressed his appreciation to Ms. Hope for her detailed and informative presentation.

20-0527 Chairman Brewer called for consideration/discussion of a Promotional and Community Event Grant application submitted by McKinney ISD Department of Athletics (PC #20-16) in the amount of \$15,000 for the advertising, marketing and promotion of the 2020 NCAA Division II Championship Football Game. Angie Bado shared that McKinney ISD is set to host the NCAA Division II Championship Football Game on December 19, 2020. She shared a video ad from last year that was used at various MISD sports venues to promote the game. The goal of the event is to drive economic impact to the City of McKinney through tourism and visitors. They are planning events in addition to the game

this year that may include Tacos, Tequila and Cerveza event, a Fan Fest on Friday at TUPPS, a shopping and food tour, a trolley tour, a tea at Chestnut Square, and Santa will be at the stadium after the game. Marketing goals are to increase the numbers of visitors staying overnight and promote McKinney's hospitality industry. Ms. Bado acknowledged that with COVID, there is some concern that people may not be eager to fly, so there will be a focus on targeting markets within a 500-mile driving radius, as well as to the more local communities. Additionally, they will focus on increasing attendance at the game. Ms. Bado shared examples of advertising efforts for the 2019 game. She also provided data from marketing and advertising in 2019, including results from one of the Tacos and Tequila ads that reached an audience of more than 10,000 people. Post engagements last year reached 900,000 people, and they had over two million impressions with social media ads. The event website has already been updated to include this year's schedule. Game attendance increased by 1,000 from 2018 to 2019 and hotel rooms increased by 365. One of the teams stayed at Delta Hotel in Allen last year, which was \$30,000 lost to McKinney, but the hope is to bring both teams to McKinney with the addition of the new hotels in the city. Ms. Bado shared that Local Yocal reported 150 guests at the restaurant and many visitors to the butcher shop due to the 2019 game. Additionally, TUPPS reported that during the Fan Fest, they made in two hours what they would typically make in one evening. In collaboration with Visit McKinney, each team's host committee works to keep the teams within McKinney city limits. The 2020 radio focus will be with KLAK and KMAD to target those areas within the 500-mile radius. They are requesting \$15,000 for marketing activities that focus on digital ads, social media, d2football.com and radio. Ms. Bado stated that their total marketing plan budget is \$20,000, and they are anticipating a smaller contribution from the NCAA this year due to COVID. Ms. Bado asked for questions.

Chairman Brewer asked about the possibility of utilizing surrounding city scoreboards, and Ms. Bado said they are investigating that as a possible opportunity recognizing that they are competing with Frisco who is hosting the D1 Championship. Chairman Brewer suggested they pursue opportunities to promote within smaller districts like Celina and Prosper. Ms. Bado agreed and added that they had reached out to the Lone Star Conference schools in the past. Secretary Barnes-Tilley asked if there were plans to reach out to the youth football leagues, and Ms. Bado said they do reach out to them knowing that if the kids are interested, then the parents will show up. She added that Santa is a draw for families, plus they partner with MISD and area sports complexes for free promotions. She added that there is competition for families, because the D2 game is also the weekend of the high school championships in Arlington. Secretary Barnes-Tilley asked if they have tried to involve youth teams with activities on the field before the game or during half time, and Ms. Bado replied that those ideas are being discussed, but she reminded the Board that NCAA controls the half time and pregame shows. Still, they are hoping to have some sort of halftime contest for kids. Ms. Bado added that another challenge they face trying to get the McKinney crowd to attend is that schools get out for break the day before the game, so districts are hesitant to schedule their bands and performing groups. Vice Chairman Glew asked about the \$15,000 request versus \$5,000 from NCAA. Ms. Bado stated that last year, NCAA funded \$8,000, but they are anticipating less from them this year, because March Madness and other major fundraising sporting events were canceled due to COVID. She reminded the Board that ESPN will be televising the event again this year, which provides some great publicity for McKinney.

20-0528 Chairman Brewer called for consideration/discussion of a Promotional and Community Event Grant application submitted by Ovation Academy

of Performing Arts (PC #20-17) in the amount of \$15,000 for the advertising, marketing and promotion of nine (9) performances for the 2020-2021 season. Executive Director Angi Burns shared that Ovation Academy offers a place for 6th through 12th grade students who are already working professionally in the arts to complete their high school education. Their mission is to provide a place for artists to pursue their passions through professional training in performing arts. They provide the technique, life skills, experience and connections needed to succeed in education and in the industry. The Academy believes in a “whole-istic” approach to learning and sets high expectations for students in their art and in their personal conduct. The Academy offers three programs: a full-immersion academy for middle and high school students, a homeschool program for kindergarten through 12th graders, and a community outreach program that offers classes, productions, camps and private lessons for artists ages 3 through adult. Their focus on service supports their motto of “good humans make great artists which make us a stronger community.” They provide quality, professional-level classes and productions at an affordable price with the goal of placing artists in the community that will make a positive difference. This is the Academy’s third season. The Junior level will perform Disney-based shows, and the teens will perform shows with more mature content including Carrie and Yellow Boat. The new “encore” performers are adults and teens, and their performances are audition-based. The encore program adds late-night events and open mic nights with the goal to expand the Academy’s audience reach. Ms. Burns added that there is still some uncertainty with the upcoming schedule and venues due to COVID. She reminded the Board that Midsummer Night’s Dream was a virtual performance and it had over 100 views. They also held a virtual showcase that raised \$650 in donations. Additionally, they are working with new software that allows for background scenery transitions for

virtual musicals. She added that some of the upcoming performances are planned as outdoor events. Ms. Burns shared that they have vacated their downtown space because they outgrew it. They are hoping to find and move into a new location in August. She added that most of their audiences were about 75 people, and all of the venues they are considering have a capacity of at least 150, so there would be plenty of room even at 50% capacity if COVID restrictions require that. Due to COVID, they are not able to reserve space for all of their productions at this time. Ms. Burns stated that they are requesting \$15,000 for promotion for the entire season consisting of nine performances. Marketing efforts will include full-season and individual show posters, social media, radio and print advertising including the Dallas Observer. She stated that they may have to omit some of the musicals and do stage play versions instead due to COVID restrictions, but the season will be eight to twelve productions either way. Ms. Burns shared some past marketing materials with the Board. She added that even with four to six performances over a weekend, three of last year's shows sold out. Vice Chairman Glew asked where the new facility is located. Ms. Burns stated that they were in the process of moving into a new facility on North McDonald, but as COVID hit, their Board decided to wait to sign a lease until they knew they would be able to use the facility. They are currently in negotiations on two different properties for the school, and they are looking for other spaces for the black box theater with hopes that it would be opened in October or November. Chairman Brewer cited that the ticket sales from August 2018 to July 2019 were \$11,850 and asked if they had a projected number for sales this year. Ms. Burns stated that 2018-2019 was their first season, and the numbers have doubled for this year. She added that enrollment for Fall is skyrocketing. Chairman Brewer asked if there is a breakeven point for attendance at performances. Ms. Burns stated that the number one goal is educating

students and the secondary goal is ticket sales, and they would perform no matter the size of the audience. She added that publishers are now allowing virtual streaming, so they would be able to sell tickets for virtual events which expands the reach of the show greatly. Vice Chairman Glew complimented Ms. Burns on her presentation.

20-0529 Chairman Brewer called for consideration/discussion of a Promotional and Community Event Grant application submitted by SBG Hospitality (PC #20-18) in the amount of \$15,000 for the advertising, marketing and promotion of the 2020 McKinney Wine and Music Festival. Andrew Stephan shared that SBG Hospitality is an event production company which creates events that promote tourism, showcase local small businesses, donate to nonprofits and drive traffic to the area. McKinney events include the Monster Dash 5K, Run for the Rosé 5K, St. Patrick's Day Festival and Shamrock Run, Summer Sip and Stroll Series and the Wine and Music Festival. This year's McKinney Wine and Music Festival will be October 17 and 18 at Towne Lake Park. In 2019, the event attracted 6,000 attendees, and they had to turn away attendees because the space was at capacity. The new location for the 2020 event at Towne Lake Park allows for more attendees, and it will be held over two days allowing space for social distancing. The event includes local musicians with multiple stages this year, wine tastings, a VIP tent experience, grape stomping, culinary demonstrations and shopping. They are partnering with fifty McKinney small business owners, offering them the opportunity to showcase their business during the event. In 2019, the event donated \$5,000 to nonprofits. The goal is to donate \$8,000 this year, \$3 for every VIP ticket and 100% of grape stomping will go to Warrior's Keep, and \$2 from every pass will go to Love Life Foundation. Mr. Stephan added that while the event is not a 100% nonprofit event, it meets 100% of the goals of the MCDC grant program. The long-term goal for the Wine and Music

Festival is to create an annual event that promotes tourism and attracts visitors to McKinney for years to come, while highlighting McKinney restaurants, wineries and shopping. The goal is to grow the festival to a three-day event with 50,000 attendees within the next four years, and to become a financially independent event. He added that the event highlights McKinney as a unique and fun destination. They are expanding the music portion to two large stages plus music in the VIP tent, which will help promote McKinney as a prime music destination. Mr. Stephan stated that about 80% of the attendees last year were from outside of McKinney. Treasurer Richardson-Woods asked about the capacity at Towne Lake Park, and Mr. Stephan stated that it is at least two or three times that of past venues. Chairman Brewer asked if the event was a one-day event last year, and Mr. Stephan stated that it has been a one day only event until this year. SBG is requesting \$15,000 for the promotion of the Wine and Music Festival to include flyers, radio, print advertising, website, media influencers, social media, digital ads, emails and PR. This event receives over ten million impressions on social media and has generated tourism and hotel stays in McKinney for three years. Chairman Brewer asked if tickets would be sold as single day passes or as two-day passes. Mr. Stephan said they are still working on the plan to release the tickets, but there will be a specific number of tickets for Saturday and a specific number for Sunday. Chairman Brewer asked about considering time windows for tickets, and Mr. Stephan said they've done staggered time tickets for the craft beer walk and the Sip and Stroll. They believe that the footprint at Towne Lake Park will afford the opportunity to spread out so that check-ins can be at different locations throughout. Vice Chairman Glew asked about plans to prevent people from clustering if social distance restrictions are still in place. Mr. Stephan replied that they would address that with communication ahead of the event and having different attractions and stages spread out over

a wide area, eliminating a need for a crowd to congregate in one area. Vice Chairman Glew asked about having masks available, and Mr. Stephan stated that if there is a recommendation from the city, they could have masks available. Secretary Barnes-Tilley commented that there is a level of responsibility and preparedness that individuals should own. She added that she appreciates SBG's goal to increase its nonprofit donations for this event and emphasized the significant contribution to tourism to McKinney especially as a two-day event that might increase hotel stays. She stated that she supports this event because of the impact to McKinney's economy and tourism. Chairman Brewer asked about tapping into local groups for performances, and Mr. Stephan said they do. Chairman Brewer asked about disposable glasses this year. Mr. Stephan stated that it would likely be like the Sip and Stroll where attendees receive a signature glass and disposable cups for tastings. He added that they would have hand sanitizer stations throughout the park. Board member McGill thanked Mr. Stephan for the flexibility of the SBG team for persevering through the challenges presented because of COVID. Mr. Stephan added that the Sip and Stroll was their first event since the COVID restrictions, and it was hugely successful. The next one will be July 11 and it's almost sold out already.

20-0530 Chairman Brewer called for consideration/discussion of a Promotional and Community Event Grant application submitted by McKinney Rotary Foundation (PC #20-19) in the amount of \$7,500 for the advertising, marketing and promotion of the 2020 Rotary Parade of Lights. Rotarian and Parade Chair Rob Thomas announced that this year's Parade of Lights will be December 12, with a backup date of December 19, in the beautiful downtown historic district. The event promotes McKinney's uniqueness and attracts people from across North Texas to enjoy the parade and dine and shop in McKinney. This year's theme is Rockin'

Around the Christmas Tree. He stated that in 2019, an estimated 20,000 people lined the streets for the parade. There were 78 floats, high school marching bands, drill teams and an antique fire truck with Santa. They are requesting \$7,500 for event promotions. The Rotary Club will solicit donations from businesses and will subsidize additional marketing expenses as needed. Marketing plans include heavy social media, radio and newspaper. This year, promotions will begin earlier than in the past to increase attendance. Treasurer Richardson-Woods thanked the Rotary Club for the opportunity that the parade provides for students to engage in the community, adding that she appreciates all that the Rotary Club does for the community.

20-0531 Chairman Brewer called for consideration/discussion of a Promotional and Community Event Grant application submitted by Crape Myrtle Trails of McKinney Foundation (PC #20-20) in the amount of \$10,000 for the advertising, marketing and promotion of the 2020 Crape Myrtle Run and Festival. Phil Wheat thanked the Board for its past funding and support of the Crape Myrtle Foundation and stressed that because of their support, they were able to give 2,100 kids a crape myrtle plant for Mother's Day. He added appreciation for City Manager Paul Grimes who always helps pass out the plants to the students. Susan Shuttleworth, along with Mark Bates, continued the presentation. Ms. Shuttleworth shared photos from past events to demonstrate the excitement surrounding the event. The Foundation is asking for \$10,000 for pre-event promotion to include posters, postcards, print and radio ads. The run is scheduled for September 26, and promotion within the schools will begin a few weeks after school starts. The run incorporates a friendly competition between schools for the most registrants, and students get to see the coach from the winning school kiss a pig. Each participating school receives a grant based on their registrations. Last year, they were

able to donate \$5,500 to school PE departments, based on an amount of \$5 per student registered from that school. Runners came from 37 different cities and six states. The goals for this year's event are 10% increase in each of the following: total runners, non-McKinney runners, non-Texas runners, grant-qualified runners and grant-qualifying schools. The run is scheduled for the same weekend as Oktoberfest, and there are plans to cross-promote the events through tickets for free beverages at Oktoberfest. Ms. Shuttleworth added that the event had performances from Ovation Academy students. She showed some of the past marketing materials. Marketing plans for this year include \$600 for poster and postcards, \$6,000 for radio ads with KLAK and WAY FM and \$3,400 for advertising in a Community Impact ad through the event Facebook page. Mr. Wheat added that this is the only fundraiser held by the Crape Myrtle Trails Foundation. The event also includes bounce houses and a petting zoo. He reminded the Board of the Crape Myrtle World Collection Park and that McKinney holds the distinct title of America's Crape Myrtle City. Mr. Bates added that they will follow safety protocols put forth by CDC, and Mr. Wheat shared that they have considered the possibility of postponing the event to October if needed.

20-0532 Chairman Brewer called for consideration/discussion of a Promotional and Community Event Grant application submitted by McKinney Main Street (PC #20-21) in the amount of \$7,500 for the advertising, marketing and promotion of the 2020 Home for the Holidays Event. Main Street Main Street Program Coordinator Aaron Werner stated that for the 40th year, families will gather at historic downtown McKinney on Thanksgiving weekend for an event that has become a tradition for many families. Retail Coach data shows 100,000 visitors during past events, making it one of the busiest weekends of the year. The downtown square has over 120 mom-and-pop businesses from fun clothing retailers to groovy

record stores, plus thirty restaurants, bars and coffee shops throughout the district. North Texas has many high-quality Christmas entertainment opportunities, and this three-day event encourages shopping and dining in McKinney and promotes downtown as a premier holiday shopping experience. Mr. Werner added that Home for the Holidays will also promote support of Small Business Saturday, a national program that encourages communities to support local businesses. In 2019, the SBA reported record high spending at \$20 billion on Small Business Saturday. He reminded the Board that COVID has had a significant impact on local businesses. The Main Street focus is to attract visitors well beyond this one event. Home for the Holidays draws on downtown's best assets for an authentic celebration of small-town American Christmas. Goals include showcasing the District, attracting visitors and increasing sales for local businesses. Mr. Werner stated that the advertising will be designed to create a buzz around the event through digital and print media. Success will be measured through traffic numbers from Retail Coach reports, sales data from stores and restaurants and community feedback from social media and other avenues. Mr. Werner ended his presentation with a slide of the new neon signs that were funded by MCDC and asked for questions. Vice Chairman Glew asked how COVID might impact this event, and Mr. Werner stated that COVID has impacted everyone and significantly impacted the event industry. He acknowledged that they are anticipating new restrictions that may change how the event is done. Knowing that the event will not be at full capacity this year, Mr. Werner noted that they have reduced their funding request for this event in respect for the Board and their past support. Vice Chairman Glew expressed appreciation for all that the Main Street does.

20-0534 Chairman Brewer called for a Public Hearing and consideration/discussion/action on an Amendment to Project #19-07, funded in the

amount of fifty-nine thousand and NO/100 dollars (\$59,000.00) for various projects at the Historic Village at Chestnut Square, located at 315 South Chestnut Street, McKinney, Texas to allow unused funds in the amount of seven hundred sixty-two and NO/100 dollars (\$762.00) for wedding turf to be reallocated for the purchase of an awning. Vice Chairman Glew recused himself from the presentation and discussion on Agenda Item 20-0534. President Schneible explained that this request would not add money or new projects to the original grant, but that it simply would allow unused funds allocated to one project to be reallocated to another project within the overall grant approved by the board. Chairman Brewer called for a motion to close the Public Hearing. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member Kelly, to close the Public Hearing. Chairman Brewer called for a motion on the agenda item. Board members unanimously approved a motion by Secretary Barnes-Tilley, seconded by Board member Mott, to approve the reallocation as requested. Vice Chairman Glew returned to the meeting following discussion on this item.

20-0535 Chairman Brewer called for consideration/discussion/action on a request from the City of McKinney Housing and Community Development Department to extend the term of the Loan Agreement executed with McKinney Community Development Corporation for Project #19-09, effective May 23, 2019 to December 31, 2020. Affordable Housing Administrator Cristel Todd thanked the Board for the \$150,000 grant for the property maintenance program which is a program that was created in response to the increased standards set forth by the city's code enforcement department. The funding is used to assist elderly, disabled and low-income households whose property has code violations. Thus far, they have completed three projects, but there are remaining funds from this grant; therefore, they are asking for a six-month extension. Ms.

Todd shared that they have two projects waiting and a list of additional projects that have been cited. She showed before and after photos of three completed home maintenance projects. These projects included replacing rotting boards, siding, windows, doors and roofs. Estimates for the two projects currently in queue are \$11,000 and \$10,000. Ms. Todd reminded the Board that they focus on households of the elderly and disabled, as well as those with low incomes who would not be able to correct the issues required. Ms. Todd asked for questions. Secretary Barnes-Tilley asked if they have found that some of these households need wheelchair ramps and do those get referred to local organizations for assistance. Ms. Todd explained that they also have access to the Community Development Block Grant for those types of improvements, whereas the MCDC grant is designated for code issues. She added that with one of the homes that was built in the 1960's, they discovered additional work needed and were able to update the HVAC and electrical with the Block Grant. She added that anytime they see other work needed, they refer the homeowner to other agencies if they are not able to help. Chairman Brewer asked Ms. Todd if she felt this extension will give them enough time. Ms. Todd stated that one of the reasons this grant was not fully utilized during its original timeframe is that there has been high turnover with code officers recently. She added that the COVID environment is a great time for these code enforcement projects, since the work is exterior to the home. Chairman Brewer called for a motion on the agenda item. Board members unanimously approved a motion by Board member Mott, seconded by Treasurer Richardson-Woods, to extend the term of the loan from May 23, 2019 to December 31, 2020.

Chairman Brewer recessed the meeting into Executive Session at 10:27 a.m. in accordance with the Texas Government Code. Items to be discussed under Section 551.072 regarding Real Property and Section 551.087 regarding Economic Development

Matters include Project 20-09, Project FPS, Project 18-05, Project 19-09 and McKinney National Airport.

Chairman Brewer reconvened the meeting of the McKinney Community Development Corporation back into regular session at 11:40 a.m.

20-0433 Chairman Brewer called for a Public Hearing and consideration/discussion/action on an application submitted by TUPPS Brewery (#20-09) in the amount of eleven million three hundred thirty-three thousand two hundred sixty-two and No/100 dollars (\$11,333,262.00) for the rehabilitation and revitalization of the property located at the Southeast corner of Greenville and Dungan Streets to create a World-Class Cultural and Entertainment Destination to serve as a catalyst for economic development East of Highway 5 in McKinney, Texas. Chairman Brewer called for a motion to close the Public Hearing. Board members unanimously approved a motion by Vice Chairman Glew, seconded by Board member Mott, to close the Public Hearing. Board members unanimously approved a motion by Chairman Brewer, seconded by Board member Mott, to approve Project #20-09 including the terms as discussed in Executive Session and to direct the President to finalize the letter of intent.

20-0533 Conduct a Public Hearing and Consider/Discuss/Act on a Request for a Second Amendment to Project #18-05 (HUB 1321) to Extend the Required Completion Date from May 15, 2020 to March 15, 2021 and to Increase the Grant Amount for the Project from Four Hundred Thousand and NO/100 Dollars (\$40,000.00) to Seven Hundred Thousand and NO/100 Dollars (\$700,000) for the Construction of a Privately Owned, Public Access Pavilion that will Provide Landscaping, Shade Structures, Amphitheater, Electrical System, Sound System and Seating Areas for the HUB 121 Entertainment, Retail, Restaurant Mixed-Use Development

in Craig Ranch. Chairman Brewer stated that this agenda item will be carried over to the July 23 Board meeting.

Chairman Brewer called for a motion to adjourn. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Vice Chairman Glew, to adjourn. Chairman Brewer adjourned the meeting at 11:43 a.m.

MARY BARNES-TILLEY
Secretary