

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JANUARY 19, 2021

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, January 19, 2021 at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Michael Jones, Secretary/Treasurer Joe Minissale, Ken Sipiora, Patrick Cloutier, Dr. Gere' Feltus, and Kurt Kuehn.

Absent: Alternate Kimberly Ball.

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, Technology and Infrastructure Specialist Michael DePaola, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Mayor George C. Fuller, Mayor Pro Tem Rainey Rogers, Councilman Scott Elliott, City Manager Paul Grimes, Assistant City Manager Kim Flom, MEDC Attorney Mark Houser, Financial Compliance Manager Chance Miller, Visit McKinney Executive Director DeeDee Guerra, and McKinney Community Development Corporation Board Liaison Katheryn McGill.

Absent: Project Manager Madison Clark

There were 2 guests present.

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

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

21-0037 Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation of December 15, 2020. Board members unanimously approved the motion by Board member Kuehn, seconded by Vice Chairman Jones, to approve the minutes.

21-0038 Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Joint Meeting of December 29, 2020. Board

members unanimously approved the motion by Board member Kuehn, seconded by Vice Chairman Jones, to approve the minutes.

21-0039 Chairman Loughmiller called for Board and Liaison Updates. Chairman Loughmiller noted 2020 was a robust year for the MEDC and welcomed 2021. Chairman Loughmiller thanked the Board, City, and staff for all the work contributed to make 2020 successful.

City of McKinney – City Manager Grimes reported there have been ongoing conversations with respect to the COVID vaccine. Discussions are being held with hospital groups to stand up vaccination centers in McKinney. City Manager Grimes recognized the limited number of vaccines and noted the number should increase quickly. City Manager Grimes noted the City is working with the local medical groups and others in the marketplace to have various super centers in Collin County. City Manager Grimes noted the locations being considered are McKinney ISD Stadium, The Star in Frisco, a location in Plano, and possibly a location in Allen. City Manager Grimes noted the City is mailing the Bi-Annual Citizen Survey. This is a randomly sampled scientific survey conducted by the National Research Center in Boulder, Colorado. City Manager Grimes noted this is the third time the survey has been conducted and has been effective in assisting the City in gathering citizen feedback. City Manager Grimes reported phase two of “Light up Louisiana” is underway. This is the segment of Louisiana Street between Donald Street and the Square. Infrastructure and aesthetic improvements were made during phase one and similar types of improvements are in place for phase two. City Manager Grimes reported the segment of Custer Road north of US 380 and HWY 1461 is under construction until late January, early February. The general contractor is Austin Bridge and Road Construction. City Manager Grimes reported TxDot will have a virtual Public Scoping meeting concerning the US 380

bypass. This meeting will be open the public. The meeting will be held on Thursday, January 21st at 6:00 p.m.

Chamber of Commerce – President Hermes reported the Leadership McKinney class had their first virtual meeting on January 15th. President Hermes noted the Annual Business meeting will be on January 27th. It will be a virtual event and the speaker is Dallas Business Journal publisher Ollie Chandhok. President Hermes noted there are several events through the McKinney Young Professionals and the Women’s Alliance of McKinney to keep businesses connected during the pandemic. President Hermes noted The Community Awards event is in the planning stages. The Chamber is brainstorming creative ideas to hold the event this year and more details will follow. President Hermes reported the Texas Legislative sessions have started this year. President Hermes noted the Chamber is continuing with their advocacy efforts. They will be reevaluating their strategy once more is learned about how the House and the Senate will be conducting business. President Hermes reported Legislative Representative Angela Hale will update the community on Friday, February 5th at the next Government and Legislative Issues meeting. President Hermes noted the Chamber is part of the Regional Chamber Coalition, which was organized through the North Texas Commission. This includes nine of the largest chambers in the DFW Metroplex, and each are taking a lead on a shared legislative agenda item. President Hermes noted the McKinney Chamber will take the lead on workforce training. They will work to ensure money is set aside for workforce grants and training opportunities are available through our community colleges. President Hermes noted the February 4th Virtual CEO Breakfast Series will feature Joe Minissale.

McKinney Community Development Corporation – MCDC Liaison McGill reported the MCDC heard several cycle one grant proposals at the

December 17th MCDC Board meeting. The MCDC Board will meet on January 28th for final Board action on the grant requests.

Visit McKinney – Executive Director Guerra reported Matt Hanlin from The Courts was able to secure a huge pickleball tournament for April 22nd – April 25th. This tournament is sanctioned by the USA Pickleball Association and should bring over 1000 visitors to McKinney. Executive Director Guerra noted there are several requests from influencers to visit McKinney. Executive Director Guerra reported Visit McKinney is working with The Texas Association of Convention and Visitors Bureau and Team Texas for a booth in the American Bus Association in the hopes to bring buses to downtown McKinney. Executive Director Guerra noted they are working with City Communications to create a 15 second video for an inclusion in a Co-Op campaign with Travel Texas. Executive Director Guerra reported the Day Tripper included McKinney restaurant The Yard as having the top burger of the year in the “2020 Best of” blog. Executive Director Guerra noted there are two hotels coming to McKinney. The True will be located across the street from the Holiday Inn on Craig Drive. It will have 92 rooms and a small conference center. The Fairfield Inn will be located off US 380 behind Raytheon. It will have 960 square feet of meeting space and will open spring of 2021. Executive Director Guerra noted the Visit McKinney Board will meet on January 26th to approve the Strategic Plan and KPI’s. Visit McKinney will also present their new website at the meeting.

21-0040 Chairman Loughmiller called for the consideration / discussion of the MEDC Monthly Organizational Report. President Tokar had no additions to the report.

21-0041 Chairman Loughmiller called for the consideration / discussion of the MEDC Monthly Metrics Dashboard Report. President Tokar reported the MEDC was able to achieve most of the metrics for the Key Performance

Indicators. President Tokar noted the MEDC has been successful in maintaining a large project pipeline.

21-0042 Chairman Loughmiller called for the consideration / discussion of the 2020 Annual Key Performance Indicators. President Tokar reported the 2020 MEDC Key Performance Indicators were determined in the strategic planning session. The seven core Key Performance Indicators are Business Attraction, Marketing / Website / Social Media, Business Intelligence, Lead Generation and Outreach, Infrastructure Development, Increase Commercial Tax Base, and Business Retention and Expansion. 1.) Business Attraction: President Tokar noted the goal was to maintain an active project pipeline of 20 projects. The MEDC currently has 33 projects in the pipeline and has maintained an average pipeline of over 20 projects. President Tokar noted the MEDC secured two familiarization tours and participated in 20 industry trade shows and missions. 2.) Marketing: President Tokar reported the MEDC launched five targeted marketing campaigns. President Tokar noted the MEDC did not meet the open rate of 40% in the marketing campaigns. The open rate was in the high 30% range. President Tokar noted the MEDC launched four industry specific newsletters and two general public newsletters exceeding the goal of one. President Tokar reported the MEDC has maintained well over a 5% engagement rate on all social platforms. LinkedIn has proven to be one of the strongest social media channels, largely due to the focus on business rather than social concepts. President Tokar noted the MEDC website is getting 47% referral traffic. Facebook, Dallas Innovates, Community Impact, and the Dallas Business Journal are the top five sources driving people to the MEDC website. There have been 11,221 visits to the website with the average visit lasting 6.2 minutes. 3.) Business Intelligence: President Tokar reported the "Fast Fact" Sheet has been downloaded to the website. A competitive study was completed in the following comparative

markets: Boulder, Colorado, Fairfax, Virginia, and Orlando, Florida. President Tokar noted staff is currently working with all city departments to coordinate a unified data set of statistics to ensure information is consistent within the City of McKinney. 4.) Lead Generation: President Tokar noted this KPI may need to be reevaluated. The target was five and the MEDC achieved 119. President Tokar noted the MEDC sent out four quarterly newsletters to brokers and site selectors and participated in 12 local broker events. 5.) Infrastructure Development: President Tokar noted the development of technology focused infrastructure to attract the next wave of technology companies is a strategic priority. One of the issues when looking at telecommunications infrastructure was the 5G health concerns. A task force to include City and MEDC staff was formed and outside consultant was hired to complete a health report. The health report was presented to City Council and the MEDC Board last year. The task force also completed a case study focusing on industrial applications for 5G technology. President Tokar reported the MEDC engaged with two sites in 2020 that have active infrastructure rollout programs. 6.) Commercial Tax Base: President Tokar noted the MEDC strives to have an active capital investment pipeline of \$200 million from MEDC projects annually. There is currently \$1.2 billion of investment in the current potential project pipeline. President Tokar noted in 2019 the MEDC had a record year of \$176 million in total capital investment, representing a 189% increase from 2018. In 2020 the MEDC ended the year with \$290 million in total capital investment, representing a 137% increase over 2019. 7.) Business Retention and Expansion: President Tokar noted the target for BRE visits was 300 and the MEDC finished with 41. President Tokar noted the need for a complete business inventory list for the City of McKinney. President Tokar noted 300 business visits would be a challenge without a complete business repository. President Tokar noted the BRE goal was reduced to 100 for

2021. President Tokar noted the MEDC did engage with the top ten employers at least three times last year. President Tokar noted the MEDC has been able to engage in Community Forums, however most were virtual due to the pandemic. President Tokar noted the MEDC KPI's are tracked on an annual basis for ease of reporting.

21-0043 Chairman Loughmiller called for the consideration/ discussion/ action on the November 2020 Financials. Financial Compliance Manager Miller reported November revenues were at \$1.5 million and expenditures were at \$1.4 million, with \$800,000 used for project expenditures. Financial Compliance Manger Miller noted the MEDC has a surplus of \$400,000 for the first two months of the fiscal year. Financial Compliance Manager Miller reported the sales tax for the month of November is applicable to the month of September and there was a 12.1% increase over last year. Financial Compliance Manager Miller noted Allen broke even from the prior year, Frisco had a 4.1% increase, and Plano had a 6.4% increase. Year to date, McKinney is at a 10.5% increase over last year. Financial Compliance Manager Miller noted the December sales tax numbers will play the biggest part to the annual budget. Financial Compliance Manager Miller noted finance is finishing the audit process and the annual report will go to City Council in February. Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Feltus, to approve the November 2020 Financials.

Chairman Loughmiller called for Citizen Comments and there were none.

Chairman Loughmiller called for Board Comments. Chairman Loughmiller noted this will be the last meeting for Board member Feltus as she embarks on her effort to run for City Council. Chairman Loughmiller thanked Board member Feltus for her service and hard work. Board member Feltus thanked the Board for the opportunity to serve.

Chairman Loughmiller recessed the meeting into Executive Session at 8:53 a.m.

Chairman Loughmiller left Executive Session at 10:05 a.m.

Vice Chairman Jones reconvened the meeting to open session at 10:40 a.m.

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Board Members unanimously approved a motion by Board member Sipiora, seconded by Board member Feltus, to approve Project Terra as discussed in Executive Session.

Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Kuehn, to approve the amendment to Project Handle as discussed in Executive Session.

Board members unanimously approved the motion by Secretary / Treasurer Minissale, seconded by Board member Kuehn, to approve Project Splice as discussed in Executive Session.

Vice Chairman Jones noted there was no action on Project Bluesky and Project Miller was withdrawn.

Board members unanimously approved the motion by Secretary / Treasurer Minissale, seconded by Board member Cloutier, to adjourn.

Vice Chairman Jones adjourned the meeting at 10:42 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 February 16, 2021.

BRIAN LOUGHMILLER
Chairman

JOE MINISSALE
Secretary / Treasurer
