

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

NOVEMBER 18, 2021

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, November 18, 2021 at 8:00 a.m.

Board Members Present: Chair Angela Richardson-Woods, Vice Chair Kathryn McGill, Treasurer Mary Barnes-Tilley, Board Members Jackie Brewer, Rick Glew and Deborah Bradford, Board Alternate David Riche, and Ad Hoc Member Joy Booth.

Board Member Absent: Secretary David Kelly.

Council Members Present: Mayor George Fuller.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Strategic Services Manager Trevor Minyard, Director of Parks and Recreation Michael Kowski, MPAC Marketing and Development Specialist Jakia Brunell, MEDC President Peter Tokar, Creative Services Manager Michelle Feldker and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chair Richardson-Woods called the meeting to order at 8:01 a.m. after determining a quorum was present. Vice Chair McGill led an invocation that was followed by the Pledge of Allegiance.

Chair Richardson-Woods called for public comments on items not related to public hearings, and there were none.

Chair Richardson-Woods called for a motion on the consent items. Board members unanimously approved a motion by Board member Brewer, seconded by Vice Chair McGill, to approve the following consent items:

21-1033 Minutes of the McKinney Community Development Corporation Meeting of October 28, 2021.

21-1034 Minutes of the McKinney Community Development Corporation TUPPS Subcommittee Meeting of October 26, 2021.

21-1035 Minutes from the McKinney Community Development Corporation

TUPPS Subcommittee Meeting of October 19, 2021.

21-1036 Minutes of the McKinney Community Development Corporation TUPPS Subcommittee Meeting of October 27, 2021.

21-1037 Chair Richardson-Woods called for Board and Liaison Reports.

Board Chair. Chair Richardson-Woods thanked Immediate Past Chair Jackie Brewer and Immediate Past Vice Chair Rick Glew for their leadership of MCDC. She presented Ms. Brewer with a crystal gavel and Mr. Glew with a crystal recognition award. Chair Richardson-Woods thanked Board members for their donations to Habitat's Santa's Kids project and invited all who can to join in delivering the gifts after the meeting. She shared that she attended Bar Wars early in the week and complimented Jaymie Pedigo on the event which benefitted Chestnut Square. Ms. Richardson-Woods also thanked Michael Kowski and the Parks and Recreation team for the open spaces tour and shared appreciation for the way all of staff organized the event and welcomed the tour group to the facilities. She thanked everyone who participated in the adopt-a-spot clean up on Saturday and challenged the MEDC to support the program as well.

City of McKinney. City Manager Paul Grimes wished everyone a Happy Thanksgiving and thanked Vice Chair McGill for reminding everyone to take some time to be grateful in the coming weeks. Mr. Grimes announced that City Council has appointed Julie Williams to the MEDC Board, noting that Patrick Cloutier stepped down to run for City Council. He shared that there are three candidates for the open Council position. There will be a candidate orientation on November 22 to share information regarding big issues, key topics and department responsibilities and key strategies. Mr. Grimes reminded the Board that redistricting is underway with a team of outside consultants. All of the districts will see some changes to ensure that each district is represented

by about 48,000 to 49,000 residents. Our current population is about 200,000, and we were at 140,000 at the last redistricting in 2010. The next local election is in May of 2023, and redistricting proposals will be presented to Council in late Spring or early Summer of 2022. Mr. Grimes asked for questions, and there were none.

Visit McKinney. President Schneible reported that the Visit McKinney team is in training today. She referred the Board to the report and highlighted several items. Visit McKinney has received grant requests for a total of \$47,841, and the total available is \$15,000. The Board will be voting on these applications on December 7. Fanfest for NCAA D2 game is December 17 at TUPPS, and gametime is December 18 at 8:00 p.m. Early bird tickets are available now through December 5. The game will be televised on ESPNU. The weekend will host Tacos, Tequillas and Cerveza events at participating restaurants. Ms. Schneible shared some upcoming events including two more free historic walking tours in Downtown on November 20 and December 18, Vintage Market Days at Myers Park this weekend, two concerts coming up at The Sanctuary, an art exhibit at The Cove and holiday art classes at Jump Into Art. She shared that the Downtown Christmas tree is being delivered this morning, and Home for the Holidays events are the weekend of November 26-28. Vice Chair McGill added her appreciation for the City's menorah lighting on November 30.

McKinney Economic Development Corporation. President Peter Tokar expressed appreciation for the appointment of Julie Williams to the Board. Mr. Tokar shared that MEDC is setting a record year for capital investment, with \$2 billion in projects in the pipeline. He thanked MCDC for their partnership and looks forward to working together on more game-changing projects, adding that there are more project announcements to come before the year's end.

McKinney Parks and Recreation. Director Michael Kowski was excited to

celebrate Parks and Recreation staff members, as their department recently received five of fifteen awards at the Texas Recreation and Parks Society North Region Conference including: Best in Programming - - Night Hikes at Rec Center at Towne Lake; Best in Senior Programming -- Grandparents Camp at Senior Rec Center; Best in Maintenance -- Parks Academy; Best Professional of the Year -- Calie Willis (Senior Rec Center); and Horizons Award (Best Young Professional) -- Alex Copeland (Apex Centre). Mr. Kowski reminded the Board that Finch Park Phase 5 is underway and will include a new playground and new splash pad. Additionally, they have planted an acre of bluebonnet seeds at Finch Park. Mr. Kowski shared that their staff worked alongside the McKinney Parks Foundation on the "Restore the Canopy" project, which will result in 1,600 new trees being planted along Wilson Creek. The purpose of the trees is two-fold: for beautification and to add stability to the creek walls. He thanked those who participated in the Parks tour, adding that one of the parks we drove through was Al Ruschhaupt Park which boasts the #2 disc golf course in the country and #1 in Texas. Chair Richardson-Woods congratulated the team on their awards and expressed appreciation for the amazing leadership that Mr. Kowski provides the team. Board member Glew thanked Mr. Kowski for organizing the parks tour last weekend, adding that it is always a great opportunity to see and learn about future plans. Vice Chair McGill suggested that they consider providing information about the types of birds in the parks, and Mr. Kowski replied that he could work with the Heard Museum to identify birds in the area. Board member Bradford asked how the new trees planted will help stabilize Wilson Creek, and Mr. Kowski explained that as root structures grow, they hold the soil in place. He added that the types of trees planted are designed to survive flooding and provide shade and return the golf course to its previous natural state.

McKinney Main Street/MPAC. Marketing and Development Specialist

Jakia Brunell reported that the holiday season is here. The 35-foot blue spruce from Michigan is being delivered this morning, and Ms. Brunell expressed thanks for donations from the community and First United Bank which enabled the continuation of the Community Christmas Tree. Downtown is being transformed for the holidays with decorations and events. This Saturday is an evening of inspirational jazz at MPAC, and next weekend is Home for the Holidays with the carousel, ferris wheel and Santa. The tree lighting will take place Friday, November 26, at 6:15 p.m. and will feature big band holiday classics from Mosaix and a special surprise! Small Business Saturday is November 27, and Ms. Brunell encouraged shopping at the 150 independently owned small businesses in downtown. On Saturday evening, downtown will host the Holiday Hoedown with the Bodarks. On November 29-30, they are hosting the Texas Historic Commission for a regional meeting to gather input on the State's preservation plan. McKinney's first menorah lighting will be on November 30 with Chabad of Allen and McKinney. The Festival of Lights celebration will start at 5:00 p.m. with the menorah lighting at 5:30 p.m. December is full of holiday events, and Ms. Brunell encouraged everyone to go to mckinneyculturaldistrict.com for a full list of events.

TUPPS Brewery Destination Subcommittee. Board member Glew reported that subcommittee meetings continue. A joint meeting will be held with City Council December 7. Approval of the project GMP will be take place in December.

One Heart McKinney Subcommittee. Board member Glew announced that Scott Elliott has been named as the Executive Director for the One Heart McKinney initiative. The subcommittee was brought together in May to define the mission and scope of One Heart McKinney moving forward, to define the concept of a shared services group and to explain and present that mission and vision to key nonprofits in the community. The group surveyed providers regarding what they would like to see and

accomplish with the concept, and they are currently surveying citizens that may utilize the services. Mr. Elliott will officially begin his new role on February 1, 2022. Chair Richardson-Woods shared that Scott Elliott is a past member and chair of MCDC and past Council member, so he has set the bar high for MCDC members to continue serving the community once off the Board.

21-1038 Chair Richardson-Woods called for the President's Report. President Cindy Schneible referred to the reports attached and called attention to the SBG final reports for the Sip and Stroll series and the Wine and Music Festival, commenting that those events attracted more than 13,000 people to McKinney, and SBG was able to donate \$13,000 to six local nonprofits. She reminded the Board that the cycle for Promotional Grants applications is open and closes November 30, and that the next cycle for Project Grants is December 1-31. Ms. Schneible shared that we are currently seeking nominations for MCDC's Quality of Life Award. Awards are presented to an individual and an organization/program. The deadline for nominations is January 16, Board will vote at the January meeting, and the awards will be presented at the Chamber Community Awards event on February 25.

21-1039 Chair Richardson-Woods called for an update on the FY 2022 Marketing Plan. Creative Services Manager Michelle Feldker announced that the City is hosting a Keep McKinney Beautiful clean-up day on December 4. She reminded the Board that the MCDC rebrand was in 2019 with goals that included: integrating and cross promoting community partners, businesses and grant recipient programs; promoting and educating residents to spend locally; increasing awareness of the grant programs; and promoting McKinney to visitors in order to increase retail and business traffic. One of the last initiatives of the rebranding was to redesign the website. With the feedback from the Board and continued

conversations with the MCDC Marketing Committee, the redesigned website was successfully launched in late October. Ms. Feldker shared that one tactic for cross promoting the BUY McKINNEY message was a mailer sent to local businesses last fall and another will be mailed this week. The mailer includes a window cling and messaging about the grant programs. MCDC advertises in *Community Impact* with two alternating messages: one focusing on the benefits of shopping local and the other promoting events and projects supported through MCDC grants. Additionally, a “holiday happenings” promotion this fall targeted Frisco residents through *Frisco Style* magazine. Grant recipients include the MCDC logo on their promotions, and promotional items with our messaging and website are provided at funded events. Ms. Feldker showed social media efforts by the City that support MCDC’s efforts as well, and shared that the City also promotes the grant cycles via social media and the City’s eNewsletter. Additionally, they have produced videos promoting all three grant types, a brochure for the Retail Development Infrastructure Grant and the 25th Anniversary video. All of the videos are on the MCDC website and are shared via MCDC and City social media platforms and in newsletters. Ms. Feldker showed examples of how the messaging is shared onsite at events, at project sites and on the new Parks bus. Additionally, the City utilizes billboards and banners at PSA for the BUY McKINNEY messaging. In an effort to reach outside of the McKinney market, the City does collaborative advertising with Visit McKinney, Main Street and MCDC. Ms. Feldker shared the *Arting Around McKinney* article and ad and the Byron Nelson ads that were placed in the *Dallas Morning News*. Collaborative advertising continues to be an area of focus especially as centered around the Byron Nelson. Ms. Feldker shared that they continue to review Retail Coach mobile phone data reports to focus on digital advertising in targeted markets. Chair Richardson-Woods gave accolades to the marketing team and thanked

the Marketing Committee for their work and input. Treasurer Barnes-Tilley thanked the marketing team. Board member Glew discussed a concept presented at the Main Street meeting about linking social media accounts to gain exponential exposure. Ms. Feldker expressed interest and shared that the ability to do those types of campaigns does exist in our platform. Vice Chair McGill thanked Ms. Feldker and the team for their work throughout the city and especially for MCDC. Ms. McGill also asked if holiday yard signs are available, and Ms. Feldker said she could work with staff for future holiday signs.

21-1040 Chair Richardson-Woods called for consideration/discussion/action on an Amendment to Project #21-10 submitted by McKinney Parks Foundation to add a trailer and hitch to the equipment request and to remove the log splitter as requested in original application. Total Project Cost will reduce from \$15,599.98 to \$14,747.61. Rick Moreno shared that the foundation found a great deal on a trailer that ultimately would be a better use of MCDC funds than on the log splitter that was in the original plan. Board members unanimously approved a motion by Treasurer Barnes-Tilley, seconded by Vice Chair McGill, to approve the amendment as proposed.

21-1041 Chair Richardson-Woods called for consideration/discussion/action on a request from TUPPS Brewery, LLC, to amend the lease agreement executed between McKinney Community Development Corporation (Landlord) and TUPPS Brewery, LLC (Tenant) to extend the date from November 30, 2021 to December 31, 2021 to obtain the required landlord approval of a construction contract and Guaranteed Maximum Price for construction of the project, including all identified and specific project components to be constructed at 402 E. Louisiana Street, McKinney, Texas. Board members unanimously approved a motion by Board member Brewer, seconded by Board member Glew, to approve

the extension for the GMP as proposed.

Chair Richardson-Woods called for public comments regarding matters not on the agenda, and there were none. Board member Brewer announced that today is National Princess Day.

Chair Richardson-Woods called for Board or Commissioner comments. Board member Bradford shared that she attended the Chamber Executive Breakfast and learned about new developments and how they are impacting the community. She also attended the Community Health Clinic event at the new Ashlee's Garden, funded by MCDC grant. Board member Glew also commented on the Ashlee's Garden project and encouraged everyone to go see it. Vice Chair McGill shared that she was able to tour the Family Health Center on Virginia and was impressed with the facility and program offerings provided. Chair Richardson-Woods wished everyone a Happy Thanksgiving and encouraged everyone to donate money or time with nonprofits who will be serving families over the holidays.

Chair Richardson-Woods recessed the meeting into Executive Session at 8:57 a.m. in accordance with the Texas Government Code. Items to be discussed regarding economic development matters include: Project 20-09 (TUPPS Brewery & Entertainment Destination), Project Bluesky and Project Handle. She stated that there will be action taken after the Executive Session.

Chair Richardson-Woods reconvened the meeting of McKinney Community Development Corporation back into regular session at 10:07 a.m.

Board members unanimously approved a motion by Chair Richardson-Woods, seconded by Board member Brewer, to approve the amendment to Project Bluesky as discussed in Executive Session.

Chair Richardson-Woods called for a motion to adjourn. Board members unanimously approved a motion by Board member Glew, seconded by Board member Brewer, to adjourn. Chair Richardson-Woods adjourned the meeting at 10:08 a.m.

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

These minutes approved by the MCDC members on: _____

ANGELA RICHARDSON-WOODS
Chair

DAVID KELLY
Secretary