



4-15-14

MEDC President's Report:

Ladies and Gentlemen, the following is a brief outline of operational issues that are on my radar screen and in the process of being addressed. Again, this is a brief bullet pointed listing and I will be more than happy to answer any questions or go into further detail.

Communication:

- Deputy City Manager Madrigal and I have started scheduling bi-weekly meetings to ensure a smooth transition.
- MCDCE Executive Director Schneible and I continue to meet regularly to stay up to date on operational issues as well as ways we can best leverage one another.
- MEDC is having weekly staff meetings to ensure that staff has what they need to succeed and that we remain focused as a TEAM.
- MEDC's Cayti Huston is participating regularly in the Joint Marketing Meeting with Coco Good and other stakeholder organizations.
- I continue to attend all City Council Meetings when in town as well as MCDCE Board Meetings, Airport Board Meetings, and McKinney Alliance Board Meetings.

Staffing:

- **The Comptroller Position has now been posted.**

Office:

- As you all know we were broken into last week and had 4 computers and a monitor stolen out of the office. The incident is currently under investigation.

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Operational:

- **GATEWAY:** As you know we are in the process of re-engaging in the Gateway development process. Chairman Lynch has appointed a committee of himself, Vice Chair Tate, and Secretary Lindsay to represent the Board while Mayor Loughmiller has appointed himself, Mayor Pro-Tem Ussery and Councilwoman Keever to represent council. All work product will come back to both bodies for approval.
- **Emerson Building:** The Building has been sold as of 11:00 a.m. on Tuesday the 8th of April.

Marketing:

- **DCI:** We are looking at 2 domestic and two international missions this year as well as an allies day including: New York – DC, Atlanta, California, and a European mission scheduled around the Farnborough Airshow in London.
- **MEDC Monthly Newsletter** – Cayti Huston continues with the distribution of our monthly e' newsletter. This monthly newsletter will always have a couple key indicators with a comparison to previous year same month (Sales Tax income and Unemployment) as well as other brief MEDC updates and info. from the City (primarily Building Services) to assist with communicating important information.
- **P.R. Consultant:** David Margulies continues to be fully integrated into the community's PR process. They continue to represent the entire community for PR stories and have helped raise the profile of some of the recent news for us including: airport acquisition, airport and FBO name changes, Collide Center and Shark tank, and the Gateway hotel re-start and Sheraton commitment.
- We continue to look at and refine our marketing peripherals, office appearance as mentioned above, promotional giveaways, identity wear, and marketing opportunities.

DEAL FLOW:

- We are seeing a substantial increase in opportunities including opportunities that MEDC has never been in the game for. The three biggest opportunities will come to a close before May. However, the proposal generation is pretty consistent right now.

Mission / Vision Statement: We feel like we need to re-address the organizations Mission and Vision statements, shorten it into one or two sentences and put it into action in our process and visually...

MEDC Mission and Vision:

Current Mission: “The MEDC will work to create an environment in which community-oriented businesses can thrive. We will do this by identifying, coordinating, and realizing high-impact opportunities that promote job and Wage growth as well as a diversified and expanding tax base.

Current Vision: “?”

Updates to consider:

- ***Vision “To Develop McKinney as America’s Premier Community for Ours and Future Generations”***
- ***Mission” The MEDC will work to Develop McKinney as America’s Premier Self Sustaining Community by: working to create a predictable, Pro-Business environment in partnership with our economic development stakeholders, supporting existing businesses, creating quality jobs for our citizenry and working to build a stronger and more diversified economy by adding quality domestic and international corporate partners.”...***