

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

DECEMBER 18, 2014

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on December 18, 2014 at 8:00 a.m.

Board members present: Chairman Scott Elliott, Vice Chair Kurt Kuehn, Secretary/Treasurer Colleen Smith, David Clarke, David Myers, Hamilton Doak, Michelle Gamble, and Rick Glew (alternate).

Staff present: President Cindy Schneible; Director of Marketing Cayti Stein; Administrative Assistant Deb Hass; City Council member Roger Harris; Interim City Manager Tom Muehlenbeck; Assistant to the City Manager Darrek Ferrell; Director of Parks, Recreation, and Open Spaces Rhoda Savage; Assistant Director of Parks, Recreation, and Open Spaces Ryan Mullins; Chief Financial Officer Rodney Rhoades; and MEDC President Jim Wehmeier.

There were six guests present.

Chairman Elliott called the meeting to order at 8:02 a.m. after determining a quorum was present.

14-1340 Minutes of the McKinney Community Development Corporation Meeting of November 20, 2014. Board members unanimously approved the motion by Vice Chair Kuehn, seconded by Board member Myers to approve the Minutes of the McKinney Community Development Corporation of November 20, 2014.

14-1341 Financial Report. Chief Financial Officer Rodney Rhoades reported that delivery of November financial reports was delayed due to staff time and work required to complete the City's annual audit. Mr. Rhoades stated he will send the financials, when they finalized, to Ms. Schneible and she can distribute to the Board.

14-1342 Board and Liaison Updates

City of McKinney – Interim City Manager Tom Muehlenbeck reported the

most important area of focus right now at the City is the development of a ten year capital improvement program and a ten year budget to support the capital improvement plan. Mr. Muehlenbeck stated the City Council subcommittee has been working on the plan and will be presenting it to the entire City Council soon. City Council member Roger Harris shared Council's view regarding the importance of presenting projects supported or funded by City related entities as City of McKinney projects rather than MEDC/MCDC/MCVB projects. Mr. Harris also stated the City Council Strategic Planning meeting will be the end of January.

Main Street & MPAC – Main Street and MPAC Program Director Amy Rosenthal gave the report. Ms. Rosenthal reported “Home for the Holidays” brought approximately 25,000 people to downtown McKinney. Ms. Rosenthal stated MPAC will host a Bridal Show on January 17, 2015, the Wellington International Ukulele Orchestra on January 24, 2015, and Molly Ringwald on March 21, 2015.

McKinney Convention & Visitors Bureau (MCVB) – Vanessa Baggett, MCVB Tourism Services/Sales Representative reported MCVB staff were hosts to over 300 visitors during the month of November. Ms. Baggett stated MCVB is focusing on advertising in the Texas Meetings and Events, Small Market Meetings, and Texas Events Calendar. Ms. Baggett commented Ms. Guerra, MCVB Executive Director, participated in sales calls in Austin with nine meeting planners, and that MCVB is working on a FAM tour to bring planners to McKinney. Ms. Baggett reported MCVB processed approximately 1000 leads the month of November from different magazines MCVB advertises in. MCVB also assisted with 177 hotel rooms with revenue of \$22,328.

McKinney Economic Development Corporation (MEDC) – President/CEO Jim Wehmeier stated it has been a very good year for the City and especially MEDC, and MCDC. Mr. Wehmeier commented this is the time of the year for strategic planning for the MEDC. Mr. Wehmeier reported

the additional Administrative Assistant position has been posted, and the position will be a shared position with MEDC and MCDC but be funded by MEDC.

14-1343 Report from Phil Wheat on the Crape Myrtle Trails Run. Crape Myrtle Trails Foundation President Phil Wheat provided a PowerPoint presentation updating the Board on the Crape Myrtle Trails Run. Mr. Wheat thanked the Board for their support. The Crape Myrtle Trails Run was held at Cockrill Middle School the last weekend in September which coincided with McKinney's Oktoberfest celebration. Mr. Wheat reported a 204.4% return on the MCDC's investment in the event compared to last year. Mr. Wheat also reported sponsor donations were up 22.8%, the number of sponsors was up 28.1%, and the runner fees were up 50.3% from last year's event.

14-1344 Presentation by Rhoda Savage on Parks, Recreation, and Open Spaces Plans and Development. Director of Parks, Recreation, and Open Spaces Rhoda Savage delivered a PowerPoint presentation to update the Board on PROS Development Strategy. Ms. Savage gave an overview on the PROS department including personnel and operating budget. Ms. Savage also provided the Board with a summary of the key points included in the 2009 Parks, Recreation, and Open Spaces Master Plan. Ms. Savage updated the Board on PROS projects that include Bonnie Wenk Park Phase II, and the Aquatics and Indoor Recreation Center. Ms. Savage presented to the Board her vision for the future of PROS and the ten year CIP "snapshot." Vice Chair Kuhn asked for Ms. Savage's thoughts regarding the best way to utilize and maintain an open space park in neighborhoods. Ms. Savage stated when neighborhood parks are developed, funds need to be identified and allocated from the beginning of the project to ensure the park will be maintained and utilized

to fullest and best use. Vice Chair Kuhn commented that maybe the City needs to partner with sports organizations to help maintain these parks so practice fields at these parks can be better used. Ms. Savage agreed partnerships should be considered in the future. Ms. Schneible asked if parks such as Overlook Park at Baylor Medical Center of McKinney are included in the City's park inventory. Ms. Savage responded that those types of parks are not considered in park inventory. Board member Doak asked if public art was going to be considered in the future for parks. Ms. Savage stated yes, public art is being considered in future parks. Board member Meyers asked if federal dollars have been considered as funding alternatives for parks. Ms. Savage stated there are opportunities with McKinney historical sites to explore applying for federal funds. Board member Clarke commented he felt there needs to be more bike stands throughout the City. Board member alternate Glew asked if the amphitheater at Bonnie Wenk park was going to be used as a site for a concert in the park series. Assistant PROS Director Ryan Mullins stated in June and July a concert in the park series was held at the park. Mr. Mullins also commented Phase I at Bonnie Wenk park does not have ample parking to accommodate a large event but that Phase Two of Bonnie Wenk park will help with the parking challenge.

14-1345 Marketing Director's Report. Cayti Stein, Director of Marketing reported the My McKinney folder, and My McKinney logo buttons are complete and ready to be distributed to businesses. Ms. Stein reminded the Board the Quality of Life Award nominations are being accepted through January 12, 2015. Ms. Stein also reminded the Board the Chamber's Community Awards Celebration will be held on January 30, 2015 where MCDC will present the Quality of Life Award. Ms. Stein reported last year an award was given to both an organization and to an individual. Ms. Stein reported advertising continues to be placed in Stonebridge HOA.

Ms. Stein reported the Facebook campaign is doing well with 811 likes, compared to only 250 likes in March of 2014.

14-1346 Executive Director's Report. President Cindy Schneible reported there will be an additional public hearing on the proposed Aquatics and Fitness facility at the January 22, 2015 meeting. Ms. Schneible summarized the discussion regarding the aquatics and fitness center that took place at the joint meeting between Council and the MCDC board on December 16th. The consensus of Council was support for MCDC funding of up to an additional \$1.5 million in expense associated with the project in order to retain components important to the community; accommodate a higher front-end investment in some items and systems in order to achieve lower operating costs long-term; and meet higher construction costs than originally anticipated – provided MCDC has the capacity to do so. Ms. Schneible reported the bond sale to fund the Aquatics and Fitness Center will be in February 2015. A special meeting will need to be held on February 3, 2015 to approve the sale of the bonds. Ms. Schneible asked Chief Financial Officer Rodney Rhoades if there had been any changes in the schedule or plan. Mr. Rhoades stated Finance has been in contact with the City's financial advisors to determine if additional information or documentation was needed from the City, and bond counselors have all needed documentation. Mr. Rhoades stated because MCDC has never been rated, a process will have to be completed with a rating agency. Mr. Rhoades commented because of the activities that will be taking place in the Aquatics and Fitness Center he recommends that taxable debt be issued instead of tax exempt debt due to potential contractual agreements with the school district, swim clubs, and others for use of the facility. Mr. Rhoades stated the difference in interest rate between tax exempt and taxable bonds in today's market is not great. Ms. Schneible reported cycle one of the

Promotional and Community Event grants are open and the deadline for submission is January 2, 2015. Applicants will present their funding requests at the January 22, 2015 Board meeting. Ms. Schneible also reported the first cycle of Project grants applications will be due January 30, 2015, and will be presented to the Board at the February Board meeting. Ms. Schneible stated the Board was asked to delay their strategic planning session until after City Council's strategic planning meeting which will take place in late January. The MCDC strategic planning meeting may be scheduled in February. Ms. Schneible thanked Ms. Hass and Ms. Stein for all the work they do, and the Board for their engagement and support not only for CDC but for the City of McKinney.

Chairman Elliott asked for citizen comments. Melissa Bartello a McKinney resident and parent spoke on behalf of the McKinney Youth Theatre regarding the need for a permanent space for the theatre. Sara Akers, Founder of the McKinney Youth Theatre provided a history of the Youth Theatre. Ms. Akers introduced Holly Hongosh, Managing Director of the McKinney Youth Theatre. Ms. Hongosh updated the board on theatre events, and the need for a permanent space for a youth theatre, and passed out information packets to the Board.

Chairman Elliott commented how pleased he has been to see the positive partnership between the City Council, MCDC, PROS department, and Patricia Jackson's department in regards to the Aquatics and Fitness Center. Chairman Elliott asked Council member Harris if he would thank the City Council for their time, their thoughts and input that was received at the joint meeting between the City Council and the MCDC Board. Chairman Elliott thanked George Fuller and Maylee Thomas for helping with the Leadership McKinney alumni's "Food for Friends" event.

Chairman Elliot recessed the meeting into executive session at 9:06 a.m. per Texas Government Code Section 551.071 (2) Consultation with Attorney on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed), Section

551.072 Discuss Real Property, and Section 551.087 Discuss Economic Development Matter, Section 55.074 Personnel Matters as listed on the posted agenda. Chairman Elliott reconvened the meeting into open session at 9:30 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Smith, seconded by Board member Myers, to adjourn. Chairman Elliott adjourned the meeting at 9:31 a.m.

SCOTT ELLIOTT
Chairman

ATTEST:

Colleen Smith
Secretary/Treasurer