

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**DECEMBER 19, 2019**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on December 19, 2019 at 8:00 a.m.

Board Members Present: Rick Glew, Jackie Brewer, Kathryn McGill, Angela Richardson-Woods, Mary Barnes-Tilley, David Kelly, John Mott.

Board Alternate Present: Deborah Bradford.

City Council Members Present. Mayor George Fuller, Councilman Scott Elliott and Councilman Frederick Frazier.

Staff Present: President Cindy Schneible; City Manager Paul Grimes; Assistant Director of Parks and Recreation Ryan Mullins; MPAC/Main Street Director Amy Rosenthal; MPAC Marketing and Development Specialist Jakia Brunell; Financial Compliance Manager Chance Miller; City Secretary Empress Drane; Deputy City Secretary Lisa Sewell; and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chairman Brewer called the meeting to order at 8:04 a.m., after determining that a quorum of the Board was present. Chairman Brewer wished a happy birthday to Treasurer Richardson-Woods. She added that there was candy on the back table to celebrate National Hard Candy Day, then invited everyone to spend a few moments in silence reflecting on goals for 2020. Chairman Brewer thanked those who attended the MCDC holiday event and shared that the gift card donations totaled \$440, which will be donated to Grace to Change, Samaritan Inn, Boys and Girls Club and CASA.

Chairman Brewer called for public comments. Phil Wheat, 6221 Wildwood Drive, President of the Crape Myrtle Foundation, introduced Susan Shuttleworth, Vice President of the Foundation, and thanked the Board for its continued support of the Crape Myrtle Trails Foundation Run and Festival which has become part of McKinney's culture. He added that the event is the foundation's only fundraiser, is supported by many local businesses and is a great activity for families. Mr. Wheat shared a story of two MISD

siblings who were able to give their mother a crape myrtle for Mother's Day because of the foundation's program that gives every fifth grader in MISD a crape myrtle the Friday before Mother's Day. He thanked Paul Grimes for always volunteering to help pass out the crape myrtles to students. Mr. Wheat complimented President Schneible and Linda Jones on their presentation at the recent Chamber's LINKS Network meeting. Susan Shuttleworth presented the Board with a plaque in appreciation of their support.

Chairman Brewer called for a motion to approve the consent items. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Secretary Barnes-Tilley, to approve the following minutes:

- 19-1033** Minutes of the McKinney Community Development Corporation Meeting of November 21, 2019.
- 19-1034** Minutes of the McKinney Community Development Corporation Project Subcommittee Meeting of November 25, 2019.
- 19-1035** Chairman Brewer called for the Financial Report. Financial Compliance Manager Chance Miller reported on October financials, stating that October was the first month of the FY 2020. Revenues totaled \$1.25 million, and expenditures were \$142,000. Sales tax was 7.8% higher than October 2018. He asked for questions. Chairman Brewer inquired as to why the wholesale trade was down compared to October 2018. Mr. Miller stated that number reflects tax received from the state. Chairman Brewer called for questions regarding the checks report, and there were none.
- 19-1036** Chairman Brewer called for Board and Liaison Updates.  
City of McKinney. City Manager Paul Grimes shared that the NCAA Division II Championship game is this weekend at MISD stadium, with a free Fan Fest event hosted at Tupps Brewery on Friday night. He encouraged everyone to attend. He reported that the John and Judy Gay Library is undergoing construction that will nearly double its size. The

library will be closed beginning January 6 and will reopen January 13.

Mr. Grimes added that the City of McKinney received National Standard recognition in an employee survey by the *Dallas Morning News*, which indicates that the organization is moving in the right direction. He wished everyone a Merry Christmas and a Happy New Year. He asked for questions, and there were none.

Visit McKinney. Chairman Brewer referred the Board to the report attached to the agenda. President Schneible highlighted the NCAA game and Fan Fest. Also, Visit McKinney recently awarded two grants -- \$11,595 to Ovation Academy for the promotion of *Chaplin, The Musical* and \$1,700 to Odysseus Chamber Orchestra to promote upcoming concerts.

McKinney Economic Development Corporation. President Schneible referred the Board to the report attached to the agenda.

McKinney Main Street/MPAC. Director of Main Street and MPAC Amy Rosenthal thanked the Board for their support of *Home for the Holidays*, stating that Retail Coach cell phone analysis showed 64,000 visitors to the Historic District during the event. Two tree-lighting events were held this year, and Main Street will likely continue that as tradition. Two of the neon signs have been installed, the pole sign near Mitchell Park and the parking sign near the garage. They are still working on some engineering issues with the roof top sign. In keeping with the "Buy McKinney. Spend it here. Keep it here." goal, Ms. Rosenthal announced that MPAC has Downtown Dollars that are like gift certificates that can be used at participating downtown merchants. Tickets are now available for Spring events, including New York City cellist and vocalist Gabriel Royal, singer songwriter Kathy Mattea, Irish singer Emmitt Kahill and *America's Got Talent* magician Chris Funk. Ms. Rosenthal asked for questions and comments. Board member Kelly commented on the immediate response to people taking photos by the new neon signs and asked if she could

share social media numbers at a future date. Ms. Rosenthal stated that they are working on a hashtag that will help track those numbers.

McKinney Parks and Recreation. Assistant Director Ryan Mullins reported that the Parks and Recreation Advisory Board met and will be taking some recommendations to City Council for revitalization of some older parks including Mary Will Craig Park, Murphy Park, Wattle Park, North Park, E.A. Randles Park, W.B. Finney Park, Falcon Creek Park and Katherine B. Winniford Park. Updates will include new playground structures. He stated that Phase II of Old Settler's Recreation Center is underway, and the Senior Center remodel is in design phase with plans to begin work in early 2020. Regarding Apex, there will be a January meeting to consider final design details and options for expansion. He added that more than 200 people attended the Breakfast with Santa event. He reminded the Board that the Wonder event is going on for the next couple of weeks, and the goal is to raise scholarship funds for those who cannot afford Apex amenities and events. The Wonder event has \$45,000 in sponsorships. Thus far, the event has hosted nearly 2000 visitors and has 600 presales for the upcoming weekend. Treasurer Richardson-Woods asked about the response for the ice skating, and Mr. Mullins stated that the rink is synthetic ice, and that the overall comments by guests have been positive. Chairman Brewer asked if the parks being renovated are the same parks visited on the recent parks tour, and Mr. Mullins confirmed that they were.

**19-1037** Chairman Brewer called for the President's Report. President Schneible directed the Board to the reports attached to the agenda. She stated that the reallocation from the Parks Umbrella Fund to specific projects is reflected on the Grants Awarded report. Those reallocations include \$1 million to the Senior Rec Center, \$150,000 for outdoor fitness courts and funds for a new Parks bus. President Schneible mentioned the McKinney

Lacrosse Turlaxin' final report and highlighted some significant numbers including that the tournament hosted more than 2,000 players. She added that one of their goals was to expand participation beyond the DFW area, and they were successful in bringing ten teams from Houston and two from Oklahoma. Direction 61:3 will host the Christmas Mosaix concert at McKinney High School this Saturday. President Schneible reminded the Board that the Project Grant deadline for Cycle I 2020 is December 31, and the Retail Development Infrastructure Grant application cycle opens January 1 and runs through the end of January. She mentioned that she was able to present information about this grant to the Downtown Merchants group and will follow-up with more information to this group via email and Main Street communications. She reminded the Board that this is a matching grant program with a maximum of \$25,000 per grant. Ms. Schneible also reminded the Board that we are accepting Quality of Life Award nominations through January 4 and have already seen a good response. She invited all present to consider and submit nominations for the individual and organization awards. Ms. Schneible alerted the Board that the MCDC website will be totally refreshed in Spring, but we are working on some short term updates now to reflect the rebrand, add clarity and include the new Buy McKinney campaign. Marketing is planning to present updates to the Board at the January meeting. Ms. Schneible complimented and thanked Linda Jones on her work with MCDC's social media program, stating that the presence is much more robust, and has resulted in many new followers and website visits. President Schneible asked for questions or comments. Vice Chairman Glew congratulated the Marketing Department and stated that the new Buy McKinney print ads are excellent and really stand out among other ads. Ms. Schneible added that she presented the Buy McKinney campaign to the Chamber's LINKS Networking group, and it was very well received and appears to resonate

with the businesses. She added that some individuals shared how they are sharing the information on their Facebook pages. Vice Chairman Glew followed up on Phil Wheat's earlier comments stating his appreciation for the all the work that the non-profits and grant applicants are doing in McKinney. Chairman Brewer acknowledged the detail in the McKinney Lacrosse final report, stating that that amount of detail helps the Board in its future decision making.

Chairman Brewer reminded grant applicants that they were informed that they would have three minutes to present, and clarified that a timer will ring at four minutes, giving them an extra minute to wrap up.

**19-1043** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by Tupps Brewery (PC #20-06) in the amount of \$15,000 for the advertising, marketing and promotion of the 2020 Tupps McKinney Music Festival. Events Coordinator Nicole Wright and President Keith Lewis presented the idea of a new festival to be hosted at Tupps that will focus on music, beer, bringing people together and connecting with the community. The festival would bring together musicians from all over Texas in addition to other artists and food vendors. They have secured some talent already, but plan to have the performers finalized in January. The festival would benefit LifePath Systems of Collin County, a beneficiary chosen because of Mr. Lewis' family experience with the organization. The goal of the music festival is to benefit LifePath while creating an event that would become a staple in McKinney. Tupps, located behind the Cotton Mill, is a sustainable and growing business in McKinney, and has supported multiple charities including HUGS Café, ManeGait, Warrior's Keep, Samaritan Inn, Treasured Vessels and more. Another goal of this music festival is to drive traffic to McKinney from around the Metroplex, Texas and Oklahoma -- all areas where Tupps has a presence in the craft beer

market. Tupps is a strong contributor to the McKinney economy and is currently the fourth largest revenue producing taproom in DFW. Sponsors already secured for the event include Ben E. Keith, Encore Wire, Love Life Foundation and Bill and Priscilla Darling. They are also reaching out to other potential sponsors including Bob Tomes Ford, Pogue Construction, Traxis, Ebby Halliday and more. Revenue for the event, including sponsorships, is estimated at \$76,000. With estimated general expenses of \$25,090 and estimated marketing expenses of \$41,090, the goal is to raise just over \$34,000 for LifePath. Promotional and marketing plans include social media; radio ads in McKinney, DFW, Austin and Oklahoma; and print ads/press to include *Dallas Observer*, *Dallas Morning News*, *McKinney Community Impact* and other local magazines and blogs. To broaden attendance, they are considering making the event two nights instead of one and offering a variety of ticket categories including an Under 21 ticket price, general admission, discounted pass for two-nights and a VIP ticket. Mr. Lewis asked for questions. Chairman Brewer shared that Tupps has estimated attendance based on similar events in McKinney, and she added that she believes extending the event to two nights is a great idea if they can secure the talent. Mr. Lewis added that Maylee Thomas and Jon Christopher Davis have both already said they will donate their time to this event.

**19-1038** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by Odysseus Youth Orchestra (PC #20-01) in the amount of \$7,500 for the advertising, marketing and promotion of the 2020 Spring Concert Series and Production of a Promotional Video. Jason Lim, Artistic Director of McKinney Philharmonic, stated that the orchestra started in 2012 in Denton, but moved to McKinney in 2014 where the vision of the orchestra

is more clearly aligned with city goals. Mr. Lim reviewed some of the national awards the orchestra has attained. He stated that the orchestra performs several annual concert series – classical, pops, chamber, family and holiday. He added that Mayor Fuller was the special guest conductor at a February concert. Mr. Lim stated that since being in McKinney, the organization has created many programs including the Greater North Texas Youth Orchestra, summer music intensives, the GNTYO Concerto Competition, a week-long school concert tour, a side-by-side program allowing youth to perform with professionals, a mentorship program, Celtic Strings and a summer opera academy set to launch in summer 2020. They now have two youth orchestras, and 30% of the students receive financial aid scholarships thanks to Love Life Foundation. This grant request is for promotion of the Family Concert Series which starts in February and projects costs for that event of \$1,000; promotion of the Bossa Nova series in April for \$2,000; and promotion of Chamber Music series in May for \$1,500. In addition, they are requesting \$3,000 for a promotional video that would feature the City of McKinney, the Philharmonic Orchestra and the Youth Orchestra. Mr. Lim highlighted some audience metrics that indicate that audiences come from a broad area including Oklahoma, Arizona, Georgia, Massachusetts and all over Texas. Mr. Lim added that the vision is to build a world class professional orchestra, a world class youth orchestra program and help put McKinney on the map as an arts powerhouse. He added that the orchestra's website has links to Visit McKinney and the City of McKinney for guests to plan their visits when coming for a concert. He asked for questions, and Chairman Brewer asked about the locations for the concerts. Mr. Lim clarified that February and May concerts will be held at Church Street Auditorium, and the April concerts will be at MPAC.



**19-1039** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by The Heritage Guild of Collin County (PC #20-02) in the amount of \$10,000 for the advertising, marketing and promotion of Historic McKinney Farmers Market and 2020 Ice Cream Crank-off. Vice Chairman Glew recused himself from the presentation and discussion on Agenda Item #19-1039. Executive Director Jaymie Pedigo thanked the MCDC for its support for past projects and events. She announced that they will change the proposed date of the Farm to Table Dinner, since it overlaps with the Empty Bowls event. Chestnut Square will be celebrating the 1870's this coming year, as the Dulaney Cottage and the Johnson House will both be turning 150 years old. She added that they are proud of these buildings, and stated that the Dulaney Cottage is still standing because of project funding from the MCDC. She announced that they have hired a new Farmers Market Manager, they are searching for a staff member who will be dedicated to the museum components of Heritage Guild, and they will be hiring a marketing firm for social media, advertising and promotion of Chestnut Square. Ms. Pedigo stated that she is requesting a promotional grant for \$10,000, which will be used to promote 23 Farmers Markets in Spring and Summer, plus the Ice Cream Crank-off and the Farm-to-Table Dinner. Funds will support advertising with various media outlets including *McKinney Community Impact*, *Star Local Media*, *Stonebridge Ranch Magazine*, *Edible Dallas*, *Creekside Living*, a billboard ad near Central at El Dorado, social media and print materials for the events. Plan details will potentially change upon the start of the new marketing firm. Farmers Market had 78 vendors in 2019 and continues to be a focal event for the City of McKinney. The goal of the 2020 Farm-to-Table Dinner is to have a wider scope of restaurants to create a broader audience appeal. This will be the 25<sup>th</sup> Annual Killis Melton Ice Cream Crank-off. The founder of this event, Clyde Geer, still

attends every year with his family. Last year's Crank-off was sponsored by Playful, and produced an increase in revenue of almost \$5,000 over 2018. Ms. Pedigo asked for questions, and there were none. Vice Chairman Glew returned to the dais following discussion of this item.

**19-1040** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by SBG Hospitality (PC #20-03) in the amount of \$15,000 for the advertising, marketing and promotion of the 2020 McKinney St. Patrick's Day Festival. Andrew Stephan with SBG played a video from the 2019 event. Mr. Stephan stated that the festival is located at Tupps Brewery and is a free, family-friendly event that features green beer, local Irish bands, dance performances from local studios, food booths and costume contests. In addition, 60 local shops, boutiques and business partners participate. This year's event will feature a nationally recognized Irish band. He added that a portion of the 2019 Shamrock Run 5K and beer pass sales benefitted The Warrior's Keep and HUGS Café. The inaugural year (2018) attracted 5,000 attendees which grew to 6,000 in 2019, and the expectation is to see that grow again in 2020. The event objective is a community event that will continue to showcase McKinney, add to the quality of life for residents, attract visitors and establish itself as a staple annual event. The event is an avenue to showcase local businesses, restaurants, artists, dance studios and others. The 2019 event hosted thousands from all over DFW, and the goal is to continue to grow that number. The 2019 5K event had about 1,000 runners, and the 2020 goal is 1,200 runners. For 2019, the event ran a shuttle from Downtown McKinney, creating higher attendance at the event while promoting shopping and dining around the square. SBG is requesting \$15,000 for promotions to include printed flyers, social media, *Community Impact* ads, an event website, local radio, McKinney blogs, press releases, a

promotional video and mass emails. He added that they have more than 500,000 social media followers, and they will expand efforts on digital media platforms that increase runner attendance. Mr. Stephan asked for questions. Board member Kelly sought clarification regarding beneficiaries of the event, and Mr. Stephan stated that HUGS Café and The Warrior's Keep will again benefit from the 2020 event and added that they donated \$2,500 in 2019 and would hope to increase that for 2020. Mr. Kelly and Vice Chairman Glew asked if SBG could provide the Board with an income statement from the 2019 event. Mr. Stephan stated that the net income for 2019 was around \$25,000 and that the \$2,500 (10%) donation was split between HUGS and The Warrior's Keep. Vice Chairman Glew complimented SBG on a successful event, then expressed concerns that SBG is asking for the maximum grant funding while they realize a significant income from the event. He added that the Board is being charged with allocating limited funds for the various applicants, most of which are non-profits. Mr. Stephan reminded the Board that the goal is to continue to grow the event by attracting runners and attendees from all over the Metroplex. Mr. Glew asked about the total amount budgeted for marketing, and Mr. Stephan said it was roughly \$20,000. Board member Kelly agreed with some of Vice Chairman Glew's concerns. Chairman Brewer sought clarification on the beneficiary split, and Mr. Stephan clarified that \$2 per runner goes to Warrior's Keep and \$.50 per beer pass goes to HUGS Café. He added that beer passes sold for \$20, and \$15 went to Tupps, \$3 was expense of koozies and cost of pass. Of the \$2 left after expenses, \$.50 (25%) went to HUGS. He added that SBG has a business to support that creates jobs and gives a lot back to the community. Vice Chairman Glew asked if SBG has ever considered contributing a higher percentage to the charities, and Mr. Stephan stated that they will continue to give as much as possible while still maintaining a healthy business model. Mr.

Stephan asked if there was a minimum standard the Board requires a for-profit to donate in order to receive funds. President Schneible clarified that there is no standard. Board member McGill stated that this is a hugely successful event, and she believes that the Board should consider the overall economic impact of the event in terms of attendance and money spent in the community. President Schneible reminded the Board that the criteria for eligibility for this type of grant is that the event showcase the City of McKinney and promote business development and tourism. Mr. Stephan also reminded the Board that SBG events are free and open to the public. Secretary Barnes-Tilley stated that she shares some of those same concerns, but that the Board needs to consider what the event does for the community in terms of awareness and economics. Vice Chairman Glew added his concern that SBG grant applications always ask for the maximum amount. Treasurer Richardson-Woods added that she supports SBG asking for what they will spend and shared that she believes the request should be evaluated based on its economic value to the city and its success in enhancing quality of life, and she stated that there is no requirement that an event has to have a charitable donation component. Vice Chairman Glew thanked Mr. Stephan and stated that this was a healthy discussion to have, and Mr. Stephan offered to provide additional information as the Board requests.

**19-1041** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by St. Peter's Episcopal Church (PC #20-04) in the amount of \$7,500 for the advertising, marketing and promotion of the 2020 Empty Bowls Event. Jamie St. Clair from St. Peter's Episcopal stated that the Empty Bowls event promotes tourism and draws about 1,000 to McKinney's Downtown area and the MPAC. Guests choose from over 1,000 handmade bowls made by local artists. Over 100 artists participate in this

event. The title sponsor for the event is Blount Foods, and the event hosts fourteen local businesses, a local winery and a local craft brewery are participating in 2020. The event hosts a professional showcase of soups and sweets. In 2019, Bernard's Gourmet Food's verdé chicken soup won the people's choice vote and this recipe will now be on a Bernard's label. Recognizing that food insecurity is a real problem in our community, the main goal of the Empty Bowls event is to fight hunger. There are about 46,000 children in Collin County who go to bed hungry each night. Net proceeds from Empty Bowls goes directly to Community Lifeline Center and amounts to 80% of the funds they spend on food. The goal for this year's event is to donate more than \$45,000 to Community Lifeline Center. They are requesting \$7,500 for promotions that will include magazines and newsletters, Facebook ads and boosts, billboards, banners and posters, yard signs and radio. Ms. St. Clair invited the Board to join the event on April 30 from 6-8 p.m. to help fight hunger one bowl at a time. She asked for questions. Board member McGill thanked Ms. St. Clair for the update and presentation, and Chairman Brewer stated appreciation for all that the Empty Bowls event does to address hunger in our community.

- 19-1042** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by Collin County History Museum (PC #20-05) in the amount of \$9,275 for the 2020 advertising, marketing and promotion of the *McKinney Then and Now Exhibit*. Board member Mott recused himself from the presentation and discussion on Agenda Item #19-1042. Executive Director Mary Carole Strother stated that the museum was the winner of the 2019 Excellence in Historical Education Award from the Collin County Historical Commission. The museum is located in the Cultural Arts District, is part of the McKinney Heritage Alliance and partners with Visit McKinney to

host groups for conferences and tours. Through MCDC funding, the museum launched the *Then and Now Exhibit* in March 2019. This exhibit tells the story of McKinney, with scenes about the government, transportation, entertainment, early churches, early businesses, banks and the downtown square. The exhibit is interactive and features augmented reality. Guests can hold an iPad up to an image from the past and see an image of the present. In addition, guests can scan QR codes throughout the display which launch videos of McKinney past and present. The exhibit includes 3D images and 3D stereoscope cards. They are requesting \$9,275 to help promote the exhibit in 2020 through a plan that includes *Celebration Magazine*, the Live, Laugh, Learn Event, *McKinney Sketched*, McKinney Historical Calendar, sidewalk signs, inserts for monthly special events, email blasts, Facebook ads, radio ads and their website updates. Ms. Strother added that visitors sign in on iPads, so the museum can track attendance and where visitors are from. To attract new visitors, the museum hosts events including a recent piano recital. Spring events for 2020 include A Night on the Town, a Black History luncheon, a Historical Paint Out, Disasters that Shaped McKinney, and the Bad Boys Trolley Tour. Fall events include Lending a Helping Hand, Night at the Museum, Collin County Freedom Fighters and McKinney Christmas. All of the museum's programs promote heritage tourism and attract visitors to Downtown McKinney. Ms. Strother thanked the Board for their consideration and for past support of the museum. She asked for questions, and there were none. Board member Mott returned to the dais following discussion of this item.

**19-1044** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by Game Day Foods (PC #20-07) in the amount of \$6,700 for the advertising, marketing and promotion of the 2020 Community Garden Kitchen Salsa Fest. Michelle

Bernard stated that the Star-Spangled Salsa Festival is July 4, 2020 from 11am to 3pm at Chestnut Square and benefits Community Garden Kitchen. Michelle and David Bernard started the event in 2017 by forming a committee of community volunteers who have a heart for service and a mind to nourish others. The goal of the event is to support the Community Garden Kitchen, as they serve Holy Family School children by day and provide dining with dignity to those in need of a freshly prepared evening meal. The festival is staffed by volunteers and is supported by many community partners. The 2019 event hosted well over 2,000 attendees. The event included live entertainment, salsa tasting, salsa dancing, culinary demonstrations and a Kid's Zone. Participants included 28 salsa/spicy food vendors, and the event raised \$14,000 for the Community Garden Kitchen. The Community Garden Kitchen broke ground on December 6, 2019, with plans to open their doors in Spring 2020. The 2020 event will feature award-winning GOTEXAN salsa stars from McKinney and all over Texas. She shared that 3 Sons Diablo Verdé defended their championship from 2019 and took home every award from the categories they entered. This is a group of boys who launched their business at the first Salsa Festival. After winning in 2018, they went to Houston and won the HEB Quest for Texas Best Grand Prize. They are requesting \$6,700 to promote the event through digital and print advertising, printed promotional materials that will be passed out at the parade, posters and flyers, hand fans and festival signage and banners. Ms. Bernard thanked the Board for their consideration and for their past support of the event, and asked the Board to save the date for the 3<sup>rd</sup> Annual Star-Spangled Salsa Festival. Ms. Bernard asked for questions. Board member Kelly complimented Ms. Bernard on the event and stated that he concurs with the judges that the Diablo Verdé is the best salsa. Ms. Bernard added that they have created a great competitor. She added that the 3 Sons Diablo Verdé

started as a class project and that a portion of their sales is donated to Save the Rhinos. Vice Chairman Glew asked if Ms. Bernard was presenting as the non-profit Community Garden Kitchen or as their for-profit business. Ms. Bernard clarified that the Community Garden Kitchen is the beneficiary of the Salsa Festival that is put on by Bernard's Gourmet Foods, and added that all proceeds after expenses go to Community Garden Kitchen. Board member McGill thanked them for making the event a collaborative effort by bringing in other participants, vendors and not-for-profits.

**19-1045** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by McKinney Main Street (PC #20-08) in the Amount of \$15,000 for the advertising, marketing and promotion of Events and Activities Within the Historic Downtown McKinney Cultural District. MPAC Marketing and Development Specialist Jakia Brunell stated that what makes the cultural district vibrant is the people, the art, the food, the architecture and the history. The district is rich in a variety of cultural offerings that appeal to various audiences. Since the official designation of the Cultural District in 2018, the Main Street team has elevated current events, produced new events and encouraged local groups to cultivate their own events. The Spring 2020 calendar of events is long and varied including a Wine and Chocolate Event, Second Saturdays, Black History Month, Krewe of Barkus, Juried Art Competition, Arts in Bloom, Monarchs of McKinney and a Juneteenth Celebration. Ms. Brunell stated that promotional plans include building a branded look for Cultural District events. Efforts will include print ads, theater ads, billboards, radio, social media and other online opportunities. Success evaluation metrics include foot traffic attendance, store specific sales increases, vendor and community feedback and social media discussions. She thanked the Board for their



consideration and asked for questions. Vice Chairman Glew complimented Ms. Brunell on the presentation. Board member Kelly asked about the allocation of funds towards each event. MPAC/Main Street Director Amy Rosenthal stated that the promotional funds granted will be matched, so the total promotional budget is about \$30,000 from February through June. She added that the keystone event is Arts in Bloom, so much of the funding will go towards that event specifically. She added that most of the ads will include a listing of all events, and she estimated that about \$7,000 went to those combined ads in 2019. Vice Chairman Glew asked if Arts in Bloom shows a net profit, and Ms. Rosenthal replied that it does show a small net profit, but that event is reliant on weather. She reminded the Board that in 2019, the event basically lost most of Saturday due to rain. Mr. Glew offered that Oktoberfest is essentially the one event that funds the entire year of events, and Ms. Rosenthal agreed.

**19-1046** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by McKinney Lacrosse Club (PC #20-09) in the amount of \$9,150 for the advertising, marketing and promotion of the Fall 2020 Turlaxin' Lacrosse Tournament. Corresponding Secretary Scott Wooters and President Owen Lancaster thanked the Board for their time and consideration. McKinney Lacrosse Club is an all-volunteer club that is not associated with MISD. The Turlaxin' Tournament is the largest lacrosse tournament in Texas. The tournament allows kids the opportunity to play competitively during off-season while generating revenue for the club, which allows them to keep their registration fees low so more kids can participate. The Turlaxin' Tournament hosts about 150 teams, compared to tournaments in other states that host over 1,000 teams. The goal is to make this tournament a regional event that attracts teams from other

states. The 2019 tournament hosted more than 2,400 players, and the tournament feeds the local economy with business for hotels, restaurants and retail. Because of the success of the Turlaxin' Tournament, the McKinney Lacrosse Club was selected to host the Texas High School Lacrosse League State Championship which produced local and statewide media coverage, including live-streaming of games. Mr. Wooters added that they will be good stewards of the funds granted. They only used a little over \$3,000 of the \$6,000 they were granted from MCDC last year, because they realized that they wouldn't reap as much benefit from some of the magazine ads because of the publishing dates. They are making their request earlier this year in order to take advantage of a longer promotional period. One of this year's goals is to increase overnight stays. Marketing will include national exposure for the tournament and the City of McKinney through the US Lacrosse Magazine. He shared that 40% of parents spend over \$1,000 on lacrosse club teams and lessons, and 54% of parents will travel more than 150 miles for a lacrosse tournament. Promotional plans for 2020 will include direct mail advertising, print and digital ads, banner ads, a promotional video, a table event at Texas A&M, paid word search and regional marketing and signage. Mr. Wooters asked for questions. Vice Chairman Glew asked if they would be monitoring views and clicks, and Mr. Wooters stated that they can do that through US Lacrosse. Mr. Wooters added that because MCDC made it possible for them to advertise with US Lacrosse last year, that organization observed what the McKinney club was doing, liked what they saw, and offered McKinney the opportunity to host the Under 19 Men's US Olympic Team. Mr. Lancaster added that because of the MCDC funds awarded last year, the Turlaxin' Tournament had two teams from Oklahoma and two from Houston that had never participated, so they were able to reach outside of the Metroplex. The goal is to continue to attract teams from around the

state and outside of Texas. He also thanked Ryan Mullins, noting that without the partnership with Parks and Rec, the McKinney Lacrosse Club would not be able to host events. Vice Chairman Glew encouraged them and other clubs to touch base with the Main Street team for marketing advice. Chairman Brewer stated that she appreciates them requesting funds earlier this year in order to make the most of any funds awarded. Mr. Wooters added that he will be making a video of the event available to Linda Jones to share with the Board.

**19-1047** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by ManeGait Therapeutic Horsemanship (PC #20-10) in the amount of \$7,000 for the advertising, marketing and promotion of the 2020 ManeGait Country Fair. Donor Community Relations Manager Jennifer Moss and Marketing and Development Director Danna Hamann stated that they are requesting \$7,000 for the promotion of the ManeGait Country Fair to be held Saturday, April 25 from 11am to 4pm. The event attracts about 1,800 attendees plus 150 volunteers. Admission is \$25 per carload. A video featured riders/clients telling the ManeGait story. The mission of ManeGait is to help children and adults with disabilities move beyond their boundaries through the healing power of the horse and the dedication of a professional and caring community. The goals of the Country Fair are to create awareness of ManeGait and raise financial support. Event activities include hamster balls, a jousting arena, a nerf gun battlefield, bounce houses, a petting zoo, pony rides, carnival games, face painting and food trucks and treats. The Country Fair also promotes tourism, as 67% of the 2019 online ticket sales came from outside of McKinney. The promotional plan includes the manegait.org website, local event calendars, Facebook groups and email blasts to 5,500 contacts. Specifically, MCDC grant funding will support a billboard

on Highway 380, yard signs, posters, print ads in community publications, boosted posts on social media and radio ads on KLAK. Ms. Moss thanked the Board for their past support and asked for questions. Chairman Brewer asked if they could share a breakdown of how many clients were from outside of McKinney, and Ms. Hamann estimated that about 15-25% live in the City of McKinney. Chairman Brewer then asked where the closest similar facility was located, and Ms. Hamann stated that there was a large one in South Dallas and a few smaller centers within 10-15 miles of ManeGait. Vice Chairman Glew asked about their net income from last year's event, and Ms. Hamann said it was about \$59,000 with close to 2,000 attendees, including volunteers. Ms. Moss stated that they could monitor the traffic from outside of McKinney and report that to the Board.

**19-1048** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by McKinney Garden Club (PC #20-11) in the amount of \$11,280 for the advertising, marketing and promotion of the 2020 Garden and Home Tour. President Sharon Scott stated that the McKinney Garden Club is in its 90<sup>th</sup> year of operations. She introduced Susan Shuttleworth, the club's Publicity Chair. In the past six months, the Garden Club has given \$17,000 to various groups for beautification projects, including a peace garden for special needs adults who have aged out of MISD and the seedlings for vegetables for the Caldwell Garden Club whose crops are used to feed their families. In addition, they provided seedlings for herbs and vegetables for the HUGS Café Greenhouse. They have planted many trees and shrubs, provided a permanent bench at Bonnie Wenk Park, built arbors at Heard Craig Center for the Arts, and provided two college scholarships in the amount of \$2,000 each to MISD graduates planning to study landscape design, city management and related subjects. The

club built the Lovejoy Memorial Flowerbed at Finch Park in the 1940s which is still maintained by the club. The McKinney Garden and Home Tour is scheduled for May 30, 2020 from 10am to 4pm, and will feature 6-8 homes in McKinney, some built as early as the 1890s. This is a rain or shine event with ticket prices at \$25 per person. The event is a major fundraiser for the club, and all of the proceeds are poured back into McKinney for beautification programs and projects and scholarships. The event and event promotions will showcase and promote McKinney by highlighting the best of what McKinney offers. The event will include a book signing by Neil Sperry or Howard Garrett. The club has coordinated with Heard Craig Center for the Arts, who will host an afternoon tea following the tour. The club is requesting \$11,280 for the promotion of this event to McKinney, Collin County and all around Texas. The promotional plan includes ads in Community Impact and The Art of Living Beautifully, radio ads on the Neil Sperry show and/or Dirt Doctor show, KLAK ads and ads targeted to run during related commentary programs. The goal for this year's event is 1,000+ tickets sold and a net profit of just over \$22,000. Ms. Scott thanked the Board for their consideration and asked for questions, and there were none.

- 19-1049** Chairman Brewer called for consideration/discussion of the Promotional and Community Event Grant Application submitted by Ovation Academy of Performing Arts (PC #20-12) in the amount of \$7,500 for the advertising, marketing and promotion of five shows in Spring 2020. Executive Director Angi Burns stated that Ovation Academy offers a place for 6<sup>th</sup> through 12<sup>th</sup> 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 school culture offers an atmosphere of family, support and positivity. The Academy offers three programs. The Full Immersion Academy is a daily 8:00-4:30 program where middle school and high school students complete required school credits while focusing on their passion for performing arts. The Homeschool Program is a 2-day program for kindergarten through 5<sup>th</sup> graders or a 3-day program for 6<sup>th</sup> through 12<sup>th</sup> graders that gives students the opportunity to take classes for fun or for fine arts credits. The Ovation Community Outreach program offers classes, productions, camps and private lessons for artists ages 3 through adult. Their facility is located on the McKinney square and houses a black box theater, dance studio and offices. The Academy provides quality professional level productions for the community at an affordable price. Ms. Burns added that they bring in professionals from around the United States and partner with the Broadway Artist Alliance, and they have had nine students who have trained on Broadway during summer programs. Students participate in many community events including Arts in Bloom, Chamber of Commerce Awards program, Salsa Fest, Dance for the Planet, 9/11 Day of Remembrance, Volunteer McKinney’s Make A Difference Day and many more. Additionally, students are required to give back 50 hours a year to the community through service projects. Student accomplishments are many and include one student who received a \$100,000 scholarship to Pace University. They are requesting \$7,500 for promotion of their Spring shows including *The Musical Annie*, *The Crucible*, *Into the Woods*, *A Midsummer Night’s Dream* and *A Chorus Line*. They use various facilities for their productions including MPAC, Church Street Auditorium and Mitchell Park. Ticket prices vary from free to \$20 depending upon the production. Marketing plans include posters, banners, t-shirts and social

media. Ms. Burns added that they have sold out almost every show performed in their building. Vice Chairman Glew asked about the regional premier show, and Ms. Burns stated that the Academy is producing *Chaplain: The Musical* at the Mill on January 16-19, and it is the first time this musical has been performed outside of Broadway, London or Brazil. Ms. Burns asked for questions. Board member Mott asked Ms. Burns to update the list of board members submitted in the application packet.

Chairman Brewer called for citizen comments, and there were none.

Chairman Brewer called for Board or Commissioner comments. Treasurer Richardson-Woods wished everyone a Merry Christmas and Happy New Year. Board member Kelly thanked all who have hosted the amazing community holiday events that MCDC has funded and added his compliments regarding those he attended including the Parade of Lights, Chestnut Square's Tour of Homes and the History Museum's event. He encouraged everyone to view the museum's video of the 1949 Christmas parade.

Chairman Brewer called for a motion to adjourn. Board members unanimously approved a motion by Board member McGill, seconded by Vice Chairman Glew, to adjourn.

Chairman Brewer adjourned the meeting at 9:56 a.m.

---

MARY BARNES-TILLEY  
Secretary