

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

APRIL 20, 2021

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, April 20, 2021 at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Michael Jones, Secretary/Treasurer Joe Minissale, Ken Sipiora, Patrick Cloutier, Thad Helsley, Kurt Kuehn, and Alternate Kimberly Ball.

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Mayor George C. Fuller, Mayor Pro Tem Rainey Rogers, Councilman Rick Franklin, City Manager Paul Grimes, MEDC Attorney Mark Houser, Chief Financial Officer Mark Holloway, Financial Compliance Manager Chance Miller, Visit McKinney Executive Director DeeDee Guerra, and McKinney Community Development Corporation President Cindy Schneible.

Absent: Project Manager Madison Clark and Technology and Infrastructure Specialist Michael DePaola

There were 5 guests present.

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

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

21-0320 Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation of March 16, 2021. Board members unanimously approved the motion by Board member Kuehn, seconded by Vice Chairman Jones, to approve the Minutes.

21-0321 Chairman Loughmiller called for the Minutes of the Joint Meeting of the McKinney City Council, McKinney Economic Development Corporation & McKinney Community Development Corporation and City Council

Work Session of March 23, 2021. Board members unanimously approved the motion by Board member Kuehn, seconded by Vice Chairman Jones, to approve the Minutes.

21-0322 Chairman Loughmiller called for the Minutes of the Joint Meeting of the City Council, McKinney Economic Development Corporation, and McKinney Community Development Corporation of April 6, 2021. Board members unanimously approved the motion by Board member Kuehn, seconded by Vice Chairman Jones, to approve the Minutes.

21-0323 Chairman Loughmiller called for Board and Liaison Updates. Chairman Loughmiller noted the activity in McKinney with several events coming up, including the AT&T Byron Nelson PGA Tournament. Chairman Loughmiller noted an article in the Dallas Morning News regarding the expansion of the corporate center with Independent Financial Bank.

City of McKinney – City Manager Grimes noted early voting for the upcoming election is underway and encouraged citizens to take advantage of early voting opportunities. City Manager Grimes noted election day will be on May 1st and the polls will be open from 7:00 a.m. to 5:00 p.m. City Manager Grimes reported the budget process is underway and tonight at the City Council meeting the public will have an opportunity to comment on the budget process. City Manager Grimes mentioned the AT&T Byron Nelson PGA Tournament coming up and noted the City is excited for the opportunity to host the event. City Manager Grimes reported staff is continuing to work with the architect on the City Hall design. They are still in the early stages and determining how the building could be situated in area. There have been several public community neighborhood meetings where the citizens who live in the neighborhood can come and share their perspectives and concerns. City Manager Grimes noted this will truly be a publicly designed City Hall. City Manager Grimes recognized McKinney Main Street for the successful event, “Arts in Bloom”. The attendance was limited this year

due to COVID, however the merchants were extremely happy, and the artists did very well. City Manager Grimes stood for questions and there were none.

MCDC – President Schneible reported the MCDC Board will conduct a public hearing on three project grant requests received. Chestnut Square has requested a grant to fund the expansion to the Bevel House to accommodate their growing wedding business. Habitat for Humanity of Collin County is requesting a grant to fund repairs to houses for low-income McKinney residents. The all-volunteer organization, McKinney Parks Foundation, has applied for a grant to fund equipment and supplies to support the maintenance of McKinney Parks. President Schneible reported the MCDC Board did approve two retail development infrastructure grants at the last meeting. The Mill at East McKinney will be an infrastructure project needed to create an outdoor event space and will be called Ashley's Garden. James West, the owner of the Dowell building in downtown McKinney, applied for funds to assist with repairs due to the drainage issues currently causing substantial damage to the building. President Schneible is noted these two retail infrastructure grants will bring additional attention to the program. President Schneible expressed excitement for the upcoming Community Chamber Awards Celebration. The MCDC seeks nominations each year for the Quality-of-Life awards. In the past, MCDC received 10-15 nominations, this year the MCDC received more than 30. President Schneible reported the Empty Bowls event will be held on Thursday, April 29th and will benefit Community Lifeline and the Community Garden Kitchen. President Schneible reported the next promotional grant application cycle is May 1st - 31st. President Schneible stood for questions and Board member Cloutier asked about the location of Ashley's Garden. President Schneible noted it is the open space next to the Mill at East McKinney.

Visit McKinney – Executive Director Guerra reported they are continuing to work with Parks and Rec and The Courts on the qualifier for the USA Pickle Ball sanctioned tournament. The tournament will take place April 22nd - 25th and is expecting over 1000 players, not including family and friends. Executive Director Guerra noted they have been receiving a lot of RFPs as venues begin to open. Executive Director Guerra reported McKinney hosted influencers in February, and they have posted blogs about their time in McKinney. Executive Director Guerra reported the new website will launch June 10th and Communications / Marketing Manager Beth Shumate is doing a lot of teasers. Executive Director Guerra reported National Travel and Tourism will be the first week of May. Executive Director Guerra noted Visit McKinney earned free media for an article posted in Texas Municipal League / Texas Town and City magazine focusing on tourism. Executive Director Guerra reported the Board has contracted with Destination Service to assist with Visit McKinney's strategic plan. Executive Director Guerra introduced Stephen Powell with Destination Service to speak to the MEDC Board. Mr. Powell noted they are initiating a very intense research project to allow destinations the opportunity to analyze how they are doing things. They will look at tourism, conventions, and meetings to develop research-based strategies to move from point A to point B post COVID. Mr. Powell noted he will be reaching out the MEDC leadership team to analyze the goals for McKinney.

21-0324 Chairman Loughmiller called for the consideration / discussion of the MEDC Monthly Organizational Report. President Tokar noted the report was attached and did not have anything further to add. President Tokar stood for questions and Board member Sipiora complimented the MEDC on the robust project pipeline, the positive press, and the increasing trend line in social media.

21-0325 Chairman Loughmiller called for the consideration / discussion of the MEDC Monthly Metrics Dashboard Report. President Tokar noted the project pipeline is full and all areas are trending up. President Tokar noted the quarterly newsletters recently mailed out and will report on the open rate next month. President Tokar noted the MEDC is evaluating different ways to engage the community through forums. President Tokar noted at the upcoming the AT&T Byron Nelson PGA Tournament, the MEDC will have guests in town and will be able to complete Familiarization Tours. Board member Cloutier added he would like to see more engagement with the community and existing businesses and would like to see an event scheduled for people who are ready to engage.

21-0326 Chairman Loughmiller called for the consideration/ discussion/ action on the September 2020 Financials. Financial Compliance Manager Miller reported on the September 2020 financials marking the end of fiscal year 2020. The revenues for sales tax were budgeted at \$14.3M and the MEDC ended with \$16.1M in sales tax revenue. The expenditures were budgeted at \$19.6M with most of the funds going to projects that were reappropriated from fiscal year 2019. Most of the funds budgeted were used leaving a balance of \$1.8M in expenditures. The funds not used will move to the project budget for fiscal year 2021. Financial Compliance Manager Miller reported there was a \$1.3M deficit due to projects being rolled over. Financial Compliance Manager Miller noted the MEDC started FY 2021 with \$14M in the fund balance. Financial Compliance Manager Miller stood for questions and Vice Chairman Jones requested a comparison to surrounding cities regarding sales tax. Financial Compliance Manager Miller noted the surrounding cities all finished right around 12% increase in sales tax and Plano was down 1% over last year. Board members unanimously approved the motion by Board member

Sipiora, seconded by Board member Helsley, to approve the September 2020 Financials.

21-0327 Chairman Loughmiller called for the consideration/ discussion/ action on the February 2021 Financials. Financial Compliance Manager Miller reported for the month of February, revenues were at \$1.8M and expenditures were at \$600,000 with a \$1.2M surplus. Financial Compliance Manager Miller reported the sales tax for the month of February is applicable to the month of December and there was an 8.4% increase over last year. Financial Compliance Manager Miller noted Allen had a 5.5% increase, Frisco had a 7.8% increase, and Plano had a 1.2% decrease. Year to date, the sales tax is up 10% over last year. Board members unanimously approved the motion by Secretary / Treasurer Minissale, seconded by Board member Cloutier, to approve the February 2021 Financials.

21-0328 Chairman Loughmiller called for the consideration/ discussion/ action on the March 2021 Financials. Financial Compliance Manager Miller reported the month of March revenues were at \$1.3M with a surplus of \$700,000. Financial Compliance Manager Miller reported the sales tax for the month of March is applicable to the month of January and there was a 12.5% increase over last year. Financial Compliance Manager Miller noted Allen had a 6.1% increase, Frisco had a 4.5% increase, and Plano had an 8.8% decrease. Year to date, the sales tax is up 10.4% over last year. Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Kuehn, to approve the March 2021 Financials.

21-0330 Deputy Superintendent Jason Bird delivered a presentation to the MEDC Board regarding the Attendance Credit Election under Texas HB 3 (2019). Deputy Superintendent Bird answered questions from the Board during the presentation regarding the Attendance Credit Election under Texas HB 3 (2019)

Chairman Loughmiller called for Citizen Comments and there were none.

Chairman Loughmiller called for Board Comments and there were none. Board member Cloutier welcomed Tyler Underwood to the MEDC meeting. Chairman Loughmiller congratulated Board member Cloutier on receiving the "Leadership Alumni of Year" award from the McKinney Chamber of Commerce. Board member Cloutier noted he is receiving the award with Jason Hernandez.

Chairman Loughmiller recessed the meeting into Executive Session at 9:17 a.m.

Chairman Loughmiller reconvened the meeting to open session at 10:38 a.m.

21-0329 Chairman Loughmiller called for the consideration/ discussion/ action on Amending the McKinney Economic Development Corporation FY2020-21 Budget for Project Handle. Board members unanimously approved the motion by Board member Sipiora, seconded by Board member Helsley, to approve Amending the McKinney Economic Development Corporation FY2020-21 Budget for Project Handle.

Board members unanimously approved the motion by Board member Sipiora, seconded by Secretary / Treasurer Minissale, to move forward with Bluesky as discussed in Executive Session.

Board members unanimously approved the motion by Board member Cloutier, seconded by Vice Chairman Jones, to approve Project Bowser as discussed in Executive Session.

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

Board members unanimously approved the motion by Vice Chairman Jones, seconded by Board member Cloutier, to approve Project Black as discussed in Executive Session.

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

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

These minutes approved by the MEDC members on June 15, 2021.

BRIAN LOUGHMILLER
Chairman

JOE MINISSALE
Secretary / Treasurer