



9-16-13

## **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:**

- City Manager Gray and I continue weekly meetings.
- MCDC Executive Director Schneible and I have started to have weekly meetings 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, City Manager's Office, MCDC, MCVB and the Chamber are having ongoing meetings to coordinate the most efficient and effective implementation of the previously completed TIP Strategies Strategic Plan to the extent that we feel is appropriate.
- MEDC's Cayti Huston is participating regularly in the Joint Marketing Meeting with Coco Good and other stakeholder organizations.

### **Staffing:**

- There will be further staff additions requested of the board for our next budget year.
  - A comptroller type of position to handle all financial management, City's internal systems, required State reporting, agreement audits etc. City of McKinney Finance Department has agreed to share the cost via reduction in non-departmental transfer. This position may be shared with MCDC but that is not decided.
  - A trained Economic Developer to work projects at either a Director level or VP Level depending upon who is available.

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## Office:

- We expect our phones to be finally transitioned to the City system hopefully next week. They have been delayed by AT&T and C-Beyond transitioning numbers.
- We are still working with IT on purchasing, designing and implementing a CRM system. I apologize for the time it is taking to get this done.

## Operational:

- You will have a new incentive structure by next board meeting to start looking over and discussing.
- **GATEWAY:** We are pursuing a P3 with a master developer for the remainder of Gateway. Both City Manager Gray and I are vetting through both who that master developer will be as well as what we want the structure to look like. We will bring our recommendation to both the MEDC board and Council.
- **Incubator:** This continues to take off! We continue to see a lot of interest in additional space aside from the Collide Center. Additionally we are looking at transitioning the Collide Center to another partnership to help move the Collide Center to the next level.

## Marketing:

- **DCI:** We kicked off our DCI contract April 3-5 with a community immersion tour for the DCI staff. They also set 7 meetings for me while I was in New York with the Governor's Office and they went exceptionally well! Abby and I just returned from California where we spent a week and gathered a couple pretty good quality project leads as well as made some exceptional contacts with consultants. We are working on setting an Allies day in McKinney where DCI will help us get a number of good consultants in town to visit McKinney and see first-hand all of our assets.
- **MEDC Monthly Newsletter** – Cayti Huston has started 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.

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- **P.R. Consultant:** David Margulies is fully integrated into the airport project as well as Gateway and other community PR stories.
- **MEDC Video:** We are in the process, with Coco's group, of having an Economic Development focused video shot for our purposes (website, marketing materials etc.) as well as the shooting of approximately 20 short video testimonials that we can interchange within our 3-5 minute video as well as post individually on our website and use for targeted marketing opportunities. We are currently in final edits.
- We continue to look at and refine our marketing peripherals, office appearance as mentioned above, promotional giveaways, identity wear, and marketing opportunities.
- Vice President Liu and I will be coordinating travel schedules for marketing purposes with a plan to cover: Texas One, Team Texas, IAMC, and assorted trade mission opportunities and tradeshows. John Valencia will also make possible travel in regards to training and the technology sector he is focused on as needed.
- In short, my plan is for staff in general to be "out-of market" substantially more than I think we have been in the past "Without leaving the office unmanned".

**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."...***

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**20<sup>th</sup> Anniversary:**

- **Local event:** Hopefully at airport - **Dec. 12**
- **Allies Day:** to include State Offices (Gov. Economic Dev., TXDOT Aviation division, Oncor Electric, Site Selectors etc.)
- **Industry Appreciation Event** to recognize our existing industry and thank them for their contribution to our community as major employers and tax base providers (May be combined with #1)...this will be in conjunction with the Christmas event.
- **Printed Piece** centered around past accomplishments and future direction with a focus on TEAM. (similar lay-out to 15<sup>th</sup> anniversary.)

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