

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

**NOVEMBER 17, 2020**

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, November 17, 2020 at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Michael Jones, Secretary/Treasurer Joe Minissale, Ken Sipiora, Patrick Cloutier, Dr. Gere' Feltus, and Kurt Kuehn.

Absent: Alternate Board member 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, Councilman Scott Elliott, City Manager Paul Grimes, Assistant City Manager Kim Flom, MEDC Attorney Mark Houser, 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 was 1 guest present.

Chairman Loughmiller called the meeting to order at 8:04 a.m. after determining a quorum present.

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

**20-1020** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation of October 20, 2020. Board members unanimously approved the motion by Board member Cloutier, seconded by Secretary/Treasurer Minissale, to approve the minutes.

**20-1021** Chairman Loughmiller called for Board and Liaison Updates.  
City of McKinney – City Manager Grimes reported the City of McKinney had a recall election on November 3<sup>rd</sup>. Elections to fill the vacancy will

be held in May 2021. City Manager Grimes noted City Council could chose to leave the seat vacant until the May 2021 elections, however City Council has indicated they prefer to have representation for District 1 and will move forward with an appointment. City Council has requested the item be placed on the agenda for the December 1<sup>st</sup> City Council meeting for discussion. City Manager Grimes noted on November 3<sup>rd</sup> City Council approved an agreement with Lake Flato and Parkhill for the first phase of the architectural design services for City Hall.

Chamber of Commerce – President Hermes noted there will be a Business Development update on December 3<sup>rd</sup>. They will host a panel of speakers to share the exciting news happening in the City of McKinney. President Hermes noted on December 10<sup>th</sup> there will be a zoom meeting with Texas Comptroller Glen Hegar to discuss the Texas Legislative session and what can be expected in 2021. President Hermes reported the Chamber of Commerce Women’s Alliance is revamping the program “Shop, Walk, and Wine”. In lieu of the big event, the program will expand to a campaign to “Buy Local” to support local retailers and restaurants. The campaign will partner with Visit McKinney, McKinney Community Development Corporation, and Main Street McKinney and run for a week encouraging residents to shop locally. President Hermes noted the Chamber of Commerce Board will meet tomorrow for a 2021 Strategic Planning Session.

Community Development Corporation – President Schneible reported the first cycle for promotional community event grants opened on November 1<sup>st</sup> and applications will be accepted through November 30<sup>th</sup>. The MCDC Board allocated a total of \$200,000 broken down into two cycles of \$100,000. The grants are for events that showcase the City of McKinney for tourism and business development. President Schneible noted MCDC launched the “Buy McKinney” campaign a year ago to encourage local shopping and communicate with residents the impact

shopping in McKinney has in terms of investment in the community. To coincide with McKinney's downtown shopping efforts over the holidays, the MCDC has sent out information to over 3,000 small businesses with information about "Buy Local". President Schneible noted at the end of October, the MCDC Board had an opportunity to participate in the groundbreaking for the Habitat for Humanity's Cotton Grove Community. This will be located on Bumpas Street and is a 35-townhome community constructed from containers. Two, three, and four-bedroom apartments will be available in the community. On December 2<sup>nd</sup> they will host an Open House to allow the community to view the prototype for the service center constructed in the parking lot. The tours will be available between 9:00 a.m. – 7:30 p.m.

Visit McKinney – Executive Director Guerra reported the Day Tripper featured The Yard for the Burger Tour in the Texas episode. Executive Director Guerra noted Visit McKinney was contacted by a marketing agency for a builder in McKinney who has requested access to Visit McKinney's photos. Executive Director Guerra noted the Visit McKinney Board met and were presented with four grants totaling over \$45,000. There is \$30,000 available this year to award with \$15,000 available the first half of the year and \$15,000 available the second half of the year. The Ovation Academy of Performing Arts requested \$15,000 for the advertisement and promotion of their Parents of Performers Convention. The Odysseus Chamber Orchestra requested \$8,000 for the advertisement and promotion of their 2021 concert season. SBG Hospitality requested \$8,000 for the advertisement and promotion of the McKinney Sip and Stroll series for 2021. CW Designs requested \$14,335 for the advertisement and promotion of the Home for the Virtual Holidays. The Visit McKinney Board will meet next Tuesday and decide how the funds will be disbursed.

- 20-1022** Chairman Loughmiller called for the consideration/discussion of the MEDC Monthly Organizational Report. President Tokar noted the MEDC Monthly Organizational Report was included in the agenda and had no further comments.
- 20-1023** Chairman Loughmiller called for the consideration/discussion of the MEDC Monthly Metrics Dashboard Report. President Tokar noted the MEDC is exceeding all metrics apart from Business Retention Expansion Visits. President Tokar noted meeting with businesses has been a challenge, especially with the increasing rise of COVID cases. President Tokar noted the MEDC started off strong with virtual Business Retention Expansion Visits, however, as zoom fatigue set in, businesses are less willing to meet. President Tokar reported the MEDC is preparing the end of the year report for the metrics and noted the MEDC should achieve 95% of the goals for 2020.
- 20-1024** Chairman Loughmiller called for the consideration/discussion/action on the Resolution Appointing MEDC Standing Committees. Chairman Loughmiller noted Alternate Board member Ball will serve as an alternate in any committee meeting a Board member is unable to attend. Chairman Loughmiller appointed the following Board members to each committee:
- Finance Committee: Board member Cloutier, Board member Sipiora, and Board member Kuehn
- Real Estate Committee: Vice Chairman Jones, Secretary/Treasurer Minissale, Board member Cloutier
- Marketing Committee: Board member Feltus, Secretary/Treasurer Minissale, and Chairman Loughmiller
- Innovation Fund Committee: Board member Feltus, Board member Sipiora, and Vice Chairman Jones

Board members unanimously approved the motion by Secretary/Treasurer Minissale, seconded by Board member Feltus, to approve the Resolution Appointing MEDC Standing Committees.

Chairman Loughmiller called for Citizen Comments and there were none.

Chairman Loughmiller called for Board Comments and there were none.

Chairman Loughmiller recessed the meeting into Executive Session at 8:33 a.m.

Chairman Loughmiller reconvened the meeting to open session at 9:59 a.m.

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

Chairman Loughmiller called to adjourn the meeting. Board members unanimously approved the motion by Board member Cloutier, seconded by Vice Chairman Jones to adjourn.

Chairman Loughmiller adjourned the meeting at 10:04 a.m.

**20-1025** Chairman Loughmiller called for Type A Economic Development Sales Tax Training. Board member Kuehn remained to complete the Type A Economic Development Sales Tax Training.

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

These minutes approved by the MEDC Board members on December 15, 2020.

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BRIAN LOUGHMILLER  
Chairman

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JOE MINISSALE  
Secretary/Treasurer