

## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JULY 25, 2013

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, Suite 110, McKinney, Texas, on July 25, 2013 at 8:00 a.m.

Chairman George Fuller called the meeting to order at 8:04 a.m.

Board members present: George Fuller, Jason Burress, Colleen Smith, and Scott Elliott. Board members Kevin Griffin, Michael Puhl and Dan Hall were absent.

Staff present: Executive Director Cindy Schneible, Marketing & Research Specialist Cayti Huston, and Administrative Assistant Connie Gibson.

**13-725** Minutes of the McKinney Community Development Corporation Board Meeting of June 27, 2013. Scott Elliott made a motion, seconded by Colleen Smith, to approve the minutes. The motion was voted on and passed.

**13-726** Minutes of the McKinney Community Development Board Meeting of June 20, 2013. Jason Burress made a motion to approve the minutes. The motion was seconded by Scott Elliott. The motion was voted on and passed.

**13-710** June 2013 Financial Report. Lisa Koslan, CIP Senior Accountant with the City of McKinney provided the report. The report showed an overage in the postage account. Postage expense from another city department had been deducted from the MCD postage account. This will be corrected before the next board meeting. Sales receipts continue to come in strong. The sales tax revenue projections show to be close to \$9 million.

**13-711** Checks Issued June 2013. There were no questions on check requests.

**13-712** Board and Liaison Updates

### Chamber of Commerce

- The Chamber quarterly luncheon was held July 16<sup>th</sup>. George P. Bush was the speaker. CASA received toys and gift cards from the toy drive sponsored by the Young Professionals group.
- The Business & Education New Teacher breakfast will be held August 14<sup>th</sup> at Boyd High School.
- New city of McKinney maps are in the process of being printed.
- The Leadership McKinney class of 2014 has been selected, and

letters have been mailed out notifying the class members.

#### City of McKinney

- Jose Madrigal, new deputy city manager for the city of McKinney was introduced to the board.
- Mayor Pro Tem Roger Harris stated the Council is in the process of interviewing candidates to fill vacancies on the city boards and commissions. There have been a lot of highly qualified people apply. He also stated that the city is expecting to receive some media attention because of the tax base numbers that have been released. McKinney is showing to be one of the strongest cities in the county.

George Fuller echoed Mr. Harris' remarks on the number of qualified candidates willing to serve on city boards.

#### Main Street & MPAC

- The lights on the building tops are in the process of being removed. Twinkle lights will be added to trees around the square.
- MPAC is in the middle of a "100 days, 100 donations" promotion.
- Night court will return to MPAC with Judge Raleeh presiding.
- "High Noon on the Courthouse Lawn" will start up again in September. Every Friday from noon to 1:00 p.m. entertainment and activities will be scheduled downtown.
- "Comedy at the Courthouse" will resume 6:00 – 7:30 p.m. every Wednesday in October.
- Restless Heart will perform at MPAC on September 6<sup>th</sup>.
- Main Street is in the process of planning Oktoberfest. The beer garden area will be expanded this year.
- The Mellow Mushroom restaurant will be opening on Louisiana Street soon, and Brother's Pizza will open a location on east Virginia.

George Fuller asked if there had been any discussion on adding architectural elements to the LED signs at MPAC. Ty Lake, Main Street and MPAC Director stated that they have designed some scrolls that mirror the scrollwork on the clock tower that will be added this next year.

#### McKinney Convention & Visitor's Bureau

- MCVB staff has been working with the Mickey Mantle World Series to provide hotel rooms during the ball tournament.
- MCVB staff has met with the Commemorative Air Force organization to coordinate efforts for the AirPower Expo October 3-6.
- Crape Myrtle Trails has been working with MCVB to develop a digital map of the crape myrtle trails in McKinney.
- MCVB helped gather 39 rooms for the past month.
- A part time person has been hired. She will work Saturdays and a couple of days a week.
- The "Made in McKinney" store had a Grand Opening and ribbon cutting on July 17<sup>th</sup>.
- There were 22 walk-ins to the MCVB office last month.

#### Parks, Recreation & Open Spaces

- The grand opening for Bonnie Wenk Park was held July 19<sup>th</sup>. The festivities included entertainment and food trucks.
- The PROS summer camp program for elementary and middle school ages has been very successful. The camps are all full.

- Classes for swim lessons have all filled, and have had waiting lists.

**13-713** Marketing Report. Cayti Huston reported the MCDC newsletter will go out this month. A tri-fold brochure is also being developed. Activity with social media has increased. A newsletter on Raytheon and some of their recent successes was shared with the board. A grand opening event and ribbon cutting at The Collide Center was held on July 23<sup>rd</sup>. The MEDC Emerging Technology program is overseeing this program that provides new and upstart businesses with office space. There are currently 13 businesses in the program, and several on a waiting list. A news story was broadcast July 24<sup>th</sup> on WFAA about The Collide Center.

**13-714** Executive Director's Report. Cindy Schneible reported the Bonnie Wenk Park grand opening was very successful. A ribbon cutting for the Baylor Hike & Bike Trails was performed July 9<sup>th</sup>. The latest appraisal district report was included in the board packet for members to review. The City finance department has advised that the revised tax revenue estimates for the next budget year show the revenues to be up from the original estimates. The MCDC budget for FY 2014 will be presented during the City Council budget retreat August 2<sup>nd</sup>. The monthly report from City of McKinney Development Services was included in the Executive Director's report.

**13-715** Consider/Discuss Promotional and Community Events grant request for \$15,000 by The Commemorative Air Force to promote the AirPower Expo. Gerald Oliver presented to the board. The CAF is the worlds' largest collection of flying WWII aircraft. The AirPower Expo will be held the first weekend in October at Collin County Regional Airport. Estimates are that the event will bring over 10,000 people to McKinney. Kiwanis Club of McKinney will receive 20% of the net proceeds from the event. Scott Elliott asked what criteria had been used to select McKinney. Mr. Oliver stated the open air space, easy access, and community

demographics were used to make the decision.

**13-722** Consider/Discuss Promotional and Community Events grant request for \$7,500 by Holy Family School to promote the Believe! 2013 Run. GiGi Bonham presented to the board. This year will be the 5<sup>th</sup> year for the 5K and 10K Believe! Run. Marketing that will be used to promote the event includes flyers given out at many run events in the fall. Last years' event had 1,475 people competing, and many volunteers. The demographics for event attendance show that 48% come from outside McKinney. George Fuller stated the event is a fantastic family event for McKinney.

**13-716** Consider/Discuss Promotional and Community Events grant request for \$14,000 by Volunteer McKinney to promote Make A Difference Day. Dana Riley addressed the board. The funds requested would be used to purchase T-shirts for all participants. Last year the MADD event had over 500 volunteers – 50% came from McKinney, 30% from neighboring cities, 10% from Dallas county, and 10% from outside the Dallas area. \$7,000 of the requested funds would be used to purchase a trailer to promote McKinney at lots of volunteer events.

**13-718** Consider/Discuss Promotional and Community Events grant request for \$3,500 by Rotary Club of McKinney to promote the Christmas Parade of Lights. Chris Siebenhausen spoke. This year is the 14<sup>th</sup> year for the parade. The date for the parade, December 8<sup>th</sup>, is one week later than years past to allow high school bands to participate. The Christmas Parade is the big annual fundraiser for McKinney Rotary.

Consider/Discuss Promotional and Community Events grant request for \$8,500 by Especially Needed to promote the 4th Annual Fall Carnival. Heather Astuto addressed the board. The funds requested will cover the cost for T-shirts, cups, stuffed monkeys, and prizes for games. Last year the carnival ended with a fireworks display. The fireworks were a big hit, and they plan to end the event with fireworks again this year.

George Fuller stated he applauded all of Ms. Astutos' efforts and hard work.

**13-721** Consider/Discuss Promotional and Community Events grant request for \$12,705 by McKinney Chamber of Commerce to promote the Buy Local-McKinney First! Initiative. Peggy Smolen presented to the board. She reported that communities that adopt Buy Local campaigns show that consumers are 58% more deliberate with their shopping locally, and out of \$100 dollars spent locally \$68 stays in the community on average. The McKinney Chamber has developed kits to be given to merchants. The kits include window clings and mints. The Buy Local campaign will be advertised in McKinney Magazine and McKinney Online, as well as social media outlets. Billboard advertising is also under consideration.

**13-723** Conduct a public hearing to Consider/Discuss/Act on Project #13-09 as submitted by the City of McKinney Parks, Recreation and Open Space Department requesting FY 2014 funding in the amount of \$2,896,065 for park land acquisition, park construction and improvements; and \$267,600 for Parks, Recreation and Open Space capital purchases. A motion was made by Scott Elliott to table the request. Colleen Smith seconded the motion. The motion was voted on and passed.

**13-724** Consider/Discuss/Act on aquatic facility project and recommendation to City Council. Colleen Smith made a motion to table the recommendation. The motion was seconded by Jason Burress. The motion was voted on and passed.

Executive Director Cindy Schneible asked the board to look at their calendars and get back to her with availability dates to hold an MCDC meeting to discuss aquatic facility recommendations.

Mr. Fuller asked for citizen comments. George Lodge spoke. He stated he has been a member of the Commemorative Air Force for 27 years and has been a B-29 and B-27 squadron member. He considers the CAF a

wonderful program. He has been charged with securing sponsorships for the AirPower Expo.

Dana Riley, Executive Director with Volunteer McKinney announced they have formed a partnership with The Center for Nonprofit Management in Dallas. They have committed to coming to McKinney in 2014 to offer their executive level trainings.

Scott Elliott made a motion to adjourn the meeting. The motion was seconded by Jason Burrell. The motion was voted on and passed. The meeting was adjourned at 9:26 a.m.

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GEORGE FULLER  
Chairman