

## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**SEPTEMBER 26, 2019**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on September 26, 2019 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Jackie Brewer, Treasurer Rick Glew, and Board members Mary Barnes-Tilley and Kathryn McGill.

Absent: Board member Angela Richardson-Woods.

Staff Present: MCDC President Cindy Schneible; City Manager Paul Grimes; Director of Parks and Recreation Michael Kowski; Assistant Director of Parks and Recreation Ryan Mullins; Financial Compliance Manager Chance Miller; Visit McKinney Communications Manager Beth Shumate; McKinney Marketing and Communications Director CoCo Good; McKinney Marketing and Communications Creative Services Manager Michelle Feldker; and MCDC Administrative and Marketing Coordinator Linda Jones.

Council Members Present: Scott Elliott and Frederick Frazier.

There were numerous guests present.

Chairman Kuehn called the meeting to order at 8:00 a.m. after determining a quorum of the Board was present.

- 19-0791 & 19-0792** Chairman Kuehn called for action on the minutes of the McKinney Community Development Corporation meeting of August 22, 2019 and the minutes of the McKinney Community Development Corporation Marketing Subcommittee meeting of August 20, 2019. Board members unanimously approved a motion by Board member Barnes-Tilley, seconded by Treasurer Glew, to approve both sets of minutes.
- 19-0790** Chairman Kuehn called for the Financial Report. Chance Miller, Finance Compliance Manager, stated that the August revenues reflect the sale of the MCDC share of the Sheraton which was a little over \$900,000. The

proceeds are recorded in the fund balance. Expenditures were a little over \$240,000. Excluding the Sheraton sale, there was an increase in net position of just over \$1 million. The August sales tax collections were basically equal to the same period of last year, and the year-to-date sales tax collections are up 4.8% from 2018. Mr. Miller added that the City Council approved the budget at its last meeting. He stated that we have four more days in this fiscal year, and things are prepped and ready to begin the new fiscal year. Mr. Miller asked for questions, and there were none. Chairman Kuehn called for discussion on the Checks Issued report, and there was none.

**19-0793** Chairman Kuehn called for Board and Liaison Updates.

City of McKinney. City Manager Paul Grimes restated that the \$158 million operating budget and the \$540 million all funds budget were approved by the Council last week. The audit process for FY19 is now underway. Mr. Grimes announced that Raytheon is not just investing in a new 200,000 square foot facility, but is currently expanding its existing space with a \$2 million investment. HUB 121 continues to progress, and permits have been issued for two retail/restaurant buildings totaling 17,700 square feet with a combined valuation of over \$2 million. He stated that the City's permit activity for single family residences is behind the last few years, with 1,078 this year compared to 1,754 last year. Valuation is down to \$351 million from \$570 million from this time last year. Mr. Grimes asked for questions, and there were none. He thanked Chairman Kuehn and Vice Chairman Clarke for their time serving on the MCDC Board.

Visit McKinney. Communications Manager Beth Shumate stated that Vanesa Rhodes is attending a small market meeting conference in Wisconsin. Ms. Shumate announced that the *Weekend Update* has a new format, and she invited those who aren't already receiving it to sign

up. The “McKinney to Munich” contest has just under 39,000 entries. Visit McKinney will have a “Picture Yourself in Munich” booth at Oktoberfest. The Visit McKinney Board met this week at the new Springhill Suites. It’s a beautiful hotel, and they were wonderful hosts for the meeting. Ms. Shumate offered thanks to the McKinney Marketing and Communications Department for their help refreshing the strategic plan document, which has been approved by their Board. She added that planning for the NCAA game is well underway. The game is December 21 at 2:00 p.m., and *d2mckinney.com* has all the details. Ms. Shumate stated appreciation for the partnership they have had with Chairman Kuehn and Vice Chairman Clarke. Ms. Shumate asked for questions, and there were none. Chairman Kuehn complimented Visit McKinney on the work they are doing.

McKinney Economic Development Corporation. Chairman Kuehn directed the Board to the MEDC report attached.

McKinney Main Street/MPAC. President Schneible stated that Oktoberfest starts tomorrow and features the addition of a Happy Hour that starts at noon on Friday with half priced beer and specials on food.

McKinney Parks and Recreation. Michael Kowski, Director of Parks and Recreation, announced that Party on the Patio events are happening at the Community Center, and these are BYOB. The Senior Recreation Center is hosting a special exhibit today that focuses on loneliness in the 75069 zip code area. Fourteen members of the Senior Rec Center journaled and photographed day-to-day activities, then met with UNT to discuss results. This project is designed as an avenue to reach out to seniors and better engage them in the opportunities offered in McKinney. The grand opening of Fitzhugh Park is October 9 at 4:15 p.m. This is a complete refresh of the park that includes new playground equipment and a brand new sport court donated by Nancy Lieberman and her charity. As a result of working with a charity, the old playground at

Fitzhugh will be shipped and set up to benefit an area outside of the U.S. Fitzhugh Park is located at east of Highway 5 off of Standifer. George Webb Park will open in mid-October. October events include movies in the neighborhood, Halloween events, a pumpkin dunk at Apex and a journey to the Community Center. Trick or Treat Trails will be held October 26 at Towne Lake this year. Mr. Kowski offered thanks to Chairman Kuehn and Vice Chairman Clarke for their service, support and leadership. Mr. Kowski asked for questions, and there were none.

Chairman Kuehn called for Board comments. Secretary Brewer thanked Chairman Kuehn and Vice Chairman Clarke for how they have served and led the MCDC for the past six years. She reminded the Board of the many grants for projects and events that have been approved and/or completed during their tenure. Treasurer Glew specifically thanked Vice Chairman Clarke for his participation in every event and for taking the time to fully understand all aspects of every organization that presents to the Board. He added that Vice Chairman Clarke humbly volunteers for any job that needs to be done at an event. Treasurer Glew shared that he really appreciates Chairman Kuehn's leadership which combines professionalism with compassion mixed with an element of fun. Board member McGill expressed that Chairman Kuehn and Vice Chairman Clarke have truly made the concept of leadership come to life by serving and setting the bar high for the remaining and future board members. Board member Barnes-Tilley added her appreciation for all that Chairman Kuehn and Vice Chairman Clarke have done to lead and serve. President Scheible presented Chairman Kuehn and Vice Chairman Clarke with a framed board photo and a book about McKinney titled "The First 150 Years" and autographed by the author, Julia Vargo. Secretary Brewer then presented Chairman Kuehn with an engraved crystal gavel.

Chairman Kuehn called for Citizen Comments. Many citizens and organization leaders expressed their gratitude to Chairman Kuehn and Vice Chairman Clarke. Citizens who spoke included Celeste Cox on behalf of Habitat for Humanity, Councilman Scott Elliott, Empress Drane on behalf of Roslyn Miller, Executive Director of McKinney

Housing Authority, Councilman Frederick Frazier, David Riche, Amber Kuehn, Noah Kuehn and Boston Kuehn.

**19-0794** Chairman Kuehn called for the President's Report. President Schneible expressed her appreciation to Chairman Kuehn and Vice Chairman Clarke for their service and leadership with the MCDC Board. One of the hallmarks of the Board has been the high standards that each member has lived up to. She thanked them for their vital interest in the community and their investment in personal time both at our meetings and in the community. She acknowledged that both Chairman Kuehn and Vice Chairman Clarke have exemplified a spirit of collaboration that is greatly appreciated. Ms. Schneible stated that it has been a privilege to work for these men; and even more importantly, as a McKinney resident, Ms. Schneible truly appreciates the work they have accomplished as members of the MCDC Board. Ms. Schneible reminded the Board of Oktoberfest and Crape Myrtle Trails run this Saturday and the McKinney Wine and Music Festival on October 19. She stated that Roslyn Miller of the McKinney Housing Authority shared that they plan to begin moving residents back into Merritt McGowan Manor at the end of October. She announced that the monument signage MCDC funded at Chestnut Square is installed and looks great. She also shared that she attended an event at the Collin County History Museum which focused on a McKinney resident who was part of the Bonnie and Clyde gang, and she encouraged the Board to attend events at the museum. Ms. Schneible directed the Board to the reports attached. Ms. Schneible asked for questions, and there were none.

**19-0795** Chairman Kuehn called for consideration/discussion/action on a proposal for a MCDC rebranding and marketing campaign. President Schneible introduced Michelle Feldker, Creative Services Manager for the City of McKinney Communications and Marketing Department. Ms.

Feldker stated that the marketing department established the proposed campaign based on the Board's input from the April discussion. She stated that the goals of the new campaign are: (1) to improve communications of sponsored programs, projects and grants; (2) to educate residents that sales tax revenue provides the ability for MCDC to fund projects; and (3) to be more strategic about sharing the "your sales tax" message. She defined the general messaging topics and target audience(s) for each. For residents, the goals are to educate about sales tax generation and reinvestment, as well as to promote projects, programs and events, and to promote the MCDC. For visitors, the goals are to promote sponsored events and the MCDC. Ms. Feldker introduced a new corporate identity which included a new logo and designs for business cards, letterhead and mockups for additional pieces. She then presented a resident-focused education campaign which introduces a new logo featuring "*Buy McKinney -- Spend it here. Keep it here.*" Ads will educate residents about the half-cent sales tax that is generated from shopping/dining in McKinney and then reinvested into the community to improve quality of life. The ads would also include an "*It's My McKinney -- My sales tax dollars support this!*" icon. The "*It's My McKinney*" campaign would be used to promote MCDC projects and events to McKinney residents. Plans to promote events to visitors would include similar design elements but would omit the "*It's My McKinney*" references. Additional event promotion materials include a trifold, pull-up signs, large banners and yard signs. She added that based on feedback from the MCDC Marketing Subcommittee, some strategies will need to be discussed further before finalizing collateral pieces. Ms. Feldker presented specific paid advertising channels which would include *Community Impact*, the Historic Preservation calendar, McKinney Chamber's resource guide and map, and *Community Impact* digital for Frisco and McKinney. These would be utilized along with no-cost

advertising with Apex radio, City of McKinney e-newsletter, Facebook events, the Parks guide and general social media. She presented a specific advertising campaign through April 2020 totaling \$13,156, with a projected annual advertising budget of \$20,000-\$25,000 across all markets and messages. If the Board approves the new campaign, next steps will be to determine a phased in launch schedule, confirm event details, finalize materials, prepare branding guidelines, update the website, and develop processes for tracking collateral materials and obtaining information from grant recipients to be used in future collateral. Ms. Feldker asked for questions and comments. Board member McGill thanked Ms. Feldker for accommodating subcommittee member schedules and for the thoroughness of the campaign. She stated that the new campaign and advertising plan are fully on target, and added that it will lead the public to truly understand what the MCDC does. Chairman Kuehn asked if there could be consideration to creating a hashtag that ties to the campaign. He also asked if one of the logos would be available for retailers as a window cling or something similar. Ms. Feldker stated that a window cling has been developed. She stated that MCDC does not currently have an Instagram presence, but marketing is open to a discussion of expanding MCDC's social media offerings. She added that many of the concepts presented today can be taken further for use in other media. Treasurer Glew suggested that if a hashtag is developed, it should be centered around the message of "buy McKinney" not focused on "MCDC." He added that the design and marketing plan are on target, and that the branding appeals to those making shopping decisions. Chairman Kuehn added that the red button logo is something that should be used to consistently communicate the message of your tax dollars at work. Ms. Feldker agreed and stated that there is a focus on education each quarter of the campaign. Treasurer Glew commented that the campaign investment needs to be heavy during the times that our funded

events are doing their marketing. Ms. Feldker replied that the plan will be evaluated each month and will be based on what MCDC is funding. The promotional channels are selected based upon what MCDC has typically funded in the past. Board member Barnes-Tilley agreed that this campaign is on target and addresses the concerns that the Board stated at their earlier meeting. Treasurer Glew asked if there could potentially be permanent signage in the parks to emphasize the educational message. Ms. Feldker stated that they can discuss the idea with Parks and Recreation. Vice Chairman Clarke commented that the education piece was missing before and is a critical part of the campaign, especially the message that MCDC supports the parks in such a major way. Chairman Kuehn added that the focus of education needs to include that the money MCDC grants does not come from the general City budget. Board members unanimously approved a motion by Secretary Brewer, seconded by Board member Barnes-Tilley, to approve the proposal for MCDC rebranding and marketing campaign.

Chairman Kuehn called for Board comments. Vice Chairman Clarke thanked everyone for their support of the Board. He stated that his participation in Leadership McKinney was the springboard to his getting involved in various boards. He added that McKinney is near and dear to his heart, and the last six years serving on MCDC and prior to that the Parks board has been amazing. Additionally, he has appreciated the privilege to work with other volunteer and staff leaders. He stated that it has been an honor to serve the City, and he will be continuing to serve as an alternate on the McKinney Housing Finance Corporation Board and as a member of the Chestnut Square Board. He thanked President Schneible for encouraging him to apply to the Board and for her leadership. He added his thanks to Chairman Kuehn for his guidance, support and leadership. Chairman Kuehn recalled his visit to the MCDC during his Leadership McKinney experience and knowing at that time that the MCDC board is where he wanted to serve. He stated his belief that God had a hand in his selection to this board, and added that he is grateful for the opportunity to serve in this way and thankful he has been allowed to serve alongside



such great staff and volunteer leadership. He added that he appreciates that the MCDC board is not about individuals, but that it has consistently been seven people sharing their opinions and hearts and knowledge to make McKinney better for everyone. He acknowledged the leadership role that President Schneible fills perfectly, as she guides the Board. He added that it amazing to recollect how many projects the MCDC has been a part of over the last six years. He expressed the legacy he imparts on his sons is that when God gives you an opportunity, make the best of it. He stated that the Board has been like a family to him, demonstrating that we can all be stronger when we work together coming alongside organizations and helping them enhance their ideas. He stated that he will be taking a year off, with hopes of serving on this board again or in another capacity for the City. He thanked his wife for supporting all of the events and opportunities that he has had through MCDC. Chairman Kuehn again acknowledged that none of what the MCDC does could be accomplished without the leadership, dedication and focus of President Schneible.

Chairman Kuehn stated that there would be no Executive Session.

Chairman Kuehn called for a motion to adjourn. Board members approved a motion by Board member McGill, seconded by Board member Barnes-Tilley, to adjourn with a vote of 4 - 2 - 0, with Vice Chairman Clarke and Chairman Kuehn voting no. The meeting was adjourned at 9:14 a.m.

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KURT KUEHN  
Chairman