

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

NOVEMBER 17, 2016

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on November 17, 2016 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Hamilton Doak, Treasurer David Myers, Jackie Brewer, Michelle Gamble and Rick Glew.

Staff Present: President Cindy Schneible

City Staff Present: City Manager Paul Grimes, Director of Strategic Services Chandler Merritt, Assistant City Manager Barry Shelton, Assistant Director of Parks and Recreation Ryan Mullins, MPAC/Main Street Director Amy Rosenthal, MCVB Director Dee-dee Guerra, MEDC Executive Assistant Sheri Van Slycke and Parks, Planning and Development Manager Jenny Baker.

There were three guests present.

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

16-1142 Chairman Kuehn called for action on the Minutes of the McKinney Community Development Corporation Meeting of October 27, 2016. Board members unanimously approved the motion by Board member Gamble, seconded by Treasurer Myers, to approve the October 27, 2016 minutes.

16-1143 Chairman Kuehn called for the October Financial Report. President Schneible reported that the October financials will be presented at the December Board meeting.

16-1145 Chairman Kuehn called for the Board and Liaison Updates.

Board Chair - Chairman Kuehn suggested the Board form a sub-committee to work with the Main Street Board and staff to explore the need for the acquisition of an event tent for local events that may be

impacted by inclement weather. Vice Chairman Clarke, Mr. Glew and Chairman Kuehn volunteered for the sub-committee.

City of McKinney – City Manager Paul Grimes shared an article from the San Antonio Express Newspaper regarding property tax reform in Texas. Mr. Grimes stated the article summarized the issues that municipalities had with the Senate Select Committee on Property Tax Reform, and felt it was important for all policymakers be informed of the situation with a call to action to contact your state legislators. Mr. Grimes announced that the McKinney Police Department was awarded the national CALEA accreditation for professional excellence. Only 850 out of 18,000 law enforcement agencies in the country are accredited by CALEA.

Parks and Recreation – Assistant Director of Parks and Recreation Ryan Mullins reported that Parks and Recreation hosted the first ever Mother/Son Superhero event on November 4th with over 200 tickets sold. The Old Settlers Community Center celebrated their 20th Anniversary on November 5th. November 11th was the Veterans Day Sundown Ceremony and was very well attended. The following day was the Veterans Day Tribute at the Veteran's Memorial Park with a record crowd. Apex Centre will begin its presale period on November 20th and will continue until the Grand Opening in February 2017. Board member Glew asked about the potential electronic signage discussions. Ms. Schneible reported that Parks and Recreation Director Rhoda Savage will discuss the options with the MCDC Board at a later date. Secretary Doak commended the Parks and Recreation team for their hard work and dedication.

MPAC/Main Street – MPAC/Main Street Director Amy Rosenthal reported that the Christmas Tree went up on November 15th. Home for the Holidays kicks off on November 25th with the Christmas Tree lighting at 6:15 p.m. and will continue through November 27th. MPAC will present The Jive Aces on December 2nd, as well as Erica Lane on December

10th. Of special note, Mr. Don Day was honored as the Downtowner of the Year by the Texas Downtown Association. Patina Green was awarded People's Choice Best Business in the state, Sugar Bacon was a finalist for Best Renovation, and Oktoberfest was a finalist for Best Event.

MEDC – MEDC President Darrell Auterson shared some of MEDC's short term project initiative goals and updates on Business Retention and Expansion tools and visit surveys. There are a number efforts in place to encourage entrepreneurial and innovation activity at The WERX and within McKinney, in general. MEDC has launched a new process for updating the preferred targeted industry which applies to the longer term strategic initiatives.

McKinney Convention and Visitors Bureau – MCVB Director Dee-dee Guerra reported the MCVB Board met and elected the Board officers. MCVB was honored with ConventionSouth's Annual Readers' Choice Award. Vanesa Rhodes has been promoted to Sales Manager and has hit the ground running. The MISD and the City of McKinney have agreed to share the \$95,000 cost to bring the National Association of Intercollegiate Athletes event to McKinney. The determination is still pending. The Texas Downtown Association will be the first conference the MCVB officially brought to McKinney and will include about 300 attendees.

16-1146 Chairman Kuehn called for the President's Report. President Schneible reported that included with the agenda packet are the priorities the City has adopted for the upcoming legislative session. There are plans to encourage Board members to become active advocates on behalf of the City. The Chamber has scheduled Collin County Days for March 28th and 29th in Austin. Ms. Schneible received information from Ms. Jaymie Pedigo that the Dulaney House project has completed the City's permitting process and will begin the improvements supported by the

funds granted by the MCDC Board. The annual CDC Quality of Life Award announcement for the selection process will be distributed at the end of November, and nominations will be accepted through the first week of January. MCDC Board will be presented with those nominations at the January Board meeting to select the 2017 award recipient. The awards will be presented on February 17th at the Chamber of Commerce Community Awards Celebration that will be held at the Sheraton.

16-1157 Chairman Kuehn called for the Crape Myrtle Trails Run and Festival Final Report. Mr. Phil Wheat presented the final report. Mr. Wheat stated the main goals of the event were to raise sufficient funds to support operations, increase the annual "Run and Festival" event's place as a part of McKinney culture, provide an excellent return on investment for MCDC and other supporters, attract out of town participants and establish the event as a healthy and fun addition to McKinney's Oktoberfest weekend. All goals were met to satisfaction with the exception of attracting out of town participants. Mr. Wheat requested guidance from the Board on how Crape Myrtle Trails of McKinney might be more successful in this area in the future. Mr. Wheat shared his continued gratitude to the MCDC Board for their support through the years.

16-1147 Chairman Kuehn called for the update on Sheraton McKinney Hotel and Conference Center. Sheraton Hotel General Manager Ryan Miyamoto presented the update. Mr. Miyamoto shared that Marriott recently purchased Starwood Hotels and Resorts. Sheraton staff have been facilitating the merger over the last 45 days and phase one of the merger is complete. Mr. Miyamoto shared the goals and initiatives for the future phases and how they will benefit McKinney's hotel business and customers. Mr. Miyamoto expressed his appreciation to the McKinney Convention and Visitor's Bureau, and specifically Vanesa Rhodes, for partnering with Sheraton McKinney's efforts in filling hotel rooms.

Sheraton Director of Sales Dawn Patterson reported the Dallas hotel market projects a decrease in occupancy for 2017, by approximately 1.5%. However, the Sheraton McKinney is projecting a 5% occupancy growth.

16-1148 Chairman Kuehn called for the update on downtown parking. Assistant City Manager Barry Shelton reported that the downtown parking study originally completed in 2014 and has been updated. Total parking spaces in and around downtown are just over 2,500. The driving force at this time, to move forward with the parking initiatives, results from planned development of the Nine-Acre Site south of the square. That is the site of the old Collin County Courthouse. The project is scheduled to break ground in January 2017 and during construction will eliminate the use of this parking area for the public. Once the nine acre mixed-use project is complete, it will provide 200 public parking spaces, 100 owned by the city and 100 privately owned. When Phase II of the project is complete, which is the office complex, an additional 125 spaces will be available for public parking on nights and weekends. The total number of spaces that will be available for public parking is slightly less than what is currently available in the existing lot. Arrangements have been made to retain 109 spaces for public parking, close to Chestnut Square during Phase I construction of the Nine-Acre Project. The Parking Committee, composed of 11 citizens, two Council members and two City staff members, made short-term and long-term recommendations for parking solutions. Short-term recommendations, adopted by City Council, included increasing surface parking lots in two locations; improving wayfinding signage for public lots; and improving downtown lighting in downtown lots. Long-term recommendations included conducting a study to determine where a new City Hall will be located; considering the northeast and southeast sectors of downtown for future structured parking; and eliminating consideration of areas west of Kentucky for

parking structures at this time. The City is currently negotiating a long-term lease with First United Methodist Church for use of 44 spaces in a lot east of the Church and to build an additional surface area that will accommodate another 48 spaces. North of City Hall and east of the Library is the Wysong lot which will be improved to include an additional 100 spaces for public parking. On November 15th, City Council approved moving forward with negotiations for a public/private partnership, with a private land owner to construct a parking facility with a lease-to-own agreement, on land behind a newly constructed office building on Virginia west of Highway 5. The land for the structure would be donated to the City. Initial activities will include developing a schematic design and cost analysis to determine best options for the City.

Chairman Kuehn called for citizen and Board or Commissioner comments and there were none.

Chairman Kuehn recessed the meeting to Executive Session at 9:30 a.m. per Texas Government Code: Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Chairman Kuehn reconvened the meeting to open session at 9:40 a.m.

Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Secretary Doak, to adjourn. Chairman Kuehn adjourned the meeting at 10:40 a.m.

KURT KUEHN
Chairman