

## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**JULY 28, 2016**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on July 28, 2016 at 8:00 a.m.

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

Council Liaison Present: Councilwoman Tracy Rath

Staff Present: President Cindy Schneible

City Staff Present: Interim City Manager Tom Muehlenbeck, Senior Financial Analyst Trevor Minyard, Director of Strategic Services Chandler Merritt, Director of Parks and Recreation Rhoda Savage, Assistant Director of Parks and Recreation Ryan Mullins, MEDC President Darrell Auterson, Main Street/MPAC Program Director Amy Rosenthal, MCVB Administrative Assistant Vanesa Rhodes, Facilities Construction Manager Patricia Jackson and MEDC Executive Assistant Sheri Van Slycke.

There were 8 guests present.

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

**16-762** Minutes of the McKinney Community Development Corporation Meeting of June 23, 2016. Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Gamble, to approve the minutes of the June 23, 2016 meeting minutes.

**16-763** Minutes of the Joint Meeting of the McKinney Community Development Corporation and City Council of June 8, 2016. Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Secretary Clarke, to approve the June 8, 2016 joint meeting minutes.

**16-764** Chairman Elliott called for the June Financial Report. Senior Financial Analyst Trevor Minyard reported the revenue is above budget YTD by 10.37%. Sales tax figures came in 8.60% above last year's collection

through June. Expenditures are below budget in total, with personnel expenses coming in approximately 28.75% under budget through June. The majority of the fund's expenses continue to be construction costs for the McKinney Aquatic and Fitness Center (MAFC). As of June, the MCDC has made over \$17 million in expenditures related to MAFC construction. Mr. Minyard reminded the Board that the interactive monthly financial report is available online on the City of McKinney website.

**16-765** Chairman Elliott called for the Board and Liaison Updates.

Board Chair – Chairman Elliott expressed his thanks and sincere appreciation for the service of Interim City Manager Tom Muehlenbeck. Mr. Muehlenbeck has shared his invaluable experience, insight and counsel with Mr. Elliott and the MCDC Board and will be sorely missed. Mr. Elliott and Ms. Schneible presented Mr. Muehlenbeck with one of his favorite Danish pastries as a small token of appreciation. Mr. Muehlenbeck thanked the Chairman, Board and Ms. Schneible for the kind words and expressed how impressed he has been with the City of McKinney staff and the future of McKinney. Chairman Elliott continued to share his thoughts on how we are responsible to help others in need and to use our unique talents to make things better for others by leaving the planet a little better than we found it.

City of McKinney – Councilwoman Tracy Rath welcomed Mr. Auterson to the City of McKinney and the MEDC. She reported that staff delivered the FY17 Budget to City Council at their retreat, where the document was reviewed and discussed. Ms. Rath reported that Mr. Grimes, the new City Manager is in town and preparing for his start date of August 1<sup>st</sup>. Mr. Grimes attended the budget retreat with City Council.

Main Street & MPAC - Main Street/MPAC Program Director Amy Rosenthal reported that downtown McKinney is Pokemon central, and how wonderful that it brings people downtown to check out all our other

offerings. McKinney's own Madi Davis will perform July 29th at MPAC and Sawyer Fredericks will be performing on August 19th. MPAC is looking forward to a number of fun events coming up in August.

McKinney Convention and Visitors Bureau - MCVB Administrative Assistant Vanesa Rhodes reported for the month of June the CVB helped book 398 hotel rooms for total revenue of \$49,249. Those rooms resulted from nine weddings, two reunions, three corporate groups, and one sport group. In addition, CVB had one day trip with the Plano Legacy Senior Group. The CVB received 14 RFP's, and one was sent to the Sheraton for the Texas Chamber of Commerce Executives Convention & Expo for June of 2017, requiring 300 room nights. The CVB won six wedding RFP's and 15 corporate and association RFP's for a total of 21. The CVB partnered with City of McKinney's Communications department, MCDC and MEDC to buy an ad to run on American Airlines in-flight programming. And, finally, MCVB was able to secure, at no cost, an 11 page spread in Texas Highways, valued at \$78,000.

McKinney Economic Development Corporation – MEDC President Darrell Auterson expressed his delight to be in the community and thanked Mr. Muehlenbeck for his part in bringing him to serve in McKinney. Mr. Auterson shared how much he is looking forward to partnering with Ms. Schneible and the MCDC Board in bringing the best quality of life to the citizens of McKinney.

Parks and Recreation - Director of Parks and Recreation Rhoda Savage reported with pride how much she has enjoyed working with Mr. Muehlenbeck and thanked him for his support and mentorship of the Parks department. Ms. Savage expressed with apologies that there may be a possible conflict with the new aquatic and fitness facility name of Apex Centre and the research is ongoing.

**16-766** Chairman Elliott called for the President's Report. President Cindy Schneible expressed her appreciation to Mr. Muehlenbeck for his

invaluable support of the CDC, as well as his leadership and example for all the city staff. Ms. Schneible directed the Board to the grants final reports included in the packet and the summary of the Promotional Grants that are on today's agenda for consideration. There is a \$50,000 pool from which to award with over \$59,200 in requests. The subcommittee will review these requests and bring their recommendations back to the Board at the August meeting. The final Project Grant cycle for the current fiscal year is open until close of business July 29th. Ms. Schneible is aware of two project requests that will be submitted, but there could be more.

Chairman Elliott stated there would be two sections allotted for citizen's comments this meeting and offered the podium to Mr. Don Blackwood, General Manager of PSA. Mr. Blackwood shared the background and history of how the plan for PSA McKinney was created and how the project was moved forward to construction. MCDC granted the loan for the PSA building back in 2013 and with great pride, Mr. Blackwood presented the MCDC Board with a check for the final balance due of \$1,721,965.38. Mr. Blackwood expressed the need for more fields to accommodate teams from all over the city and tournaments from across the country.

**16-767** Chairman Elliott called for the Consideration/Discussion/Action on Project #16-07, a Request Submitted by Heritage Guild of Collin County in the Amount of \$50,000 for Improvements to the Dulaney Cottage, Located at 307 S. Chestnut Street in Chestnut Square. Amount Requested Represents 56% of Total Estimated Project Cost. Board members Glew and Doak recused themselves from the discussion and the vote for agenda item #16-767. Board members unanimously approved the motion by Treasurer Myers, seconded by Secretary Clarke, to approve the request on Project #16-07. Board members Glew and Doak returned to the meeting after the vote.

**16-768** Chairman Elliott called for the Public Hearing and Consideration/Discussion/Action on Project #16-08, a Request Submitted by the City of McKinney, Parks and Recreation Department in the Amount of Five Million, Five Hundred Thousand Dollars (\$5,500,000) for Park Land Acquisition, Professional Design Development Services and Park and Trail Construction and Improvements. Ms. Savage reported on the projects that are currently underway, time schedule and any revisions, as well as future planned projects. The Board asked for the best way for citizens to find all the trails and how they connect to our sister cities. Ms. Savage explained that staff will request the design consultant to create information on the website with the goal of guiding citizens on their search for trails. Board members unanimously approved the motion by Board member Doak, seconded by Vice Chairman Kuehn, to close the public hearing. Board members unanimously approved the motion by Secretary Clarke, seconded by Board member Glew, to approve funding for Project #16-08.

**16-769** Chairman Elliott called for the Public Hearing and the Consideration/Discussion/Action on an Amendment to Amended Project #14-09, to Reallocate \$150,000 of \$200,000 in Approved Fiscal Year 2016 Funding for Parks Aquatic Center Operations (Line Item 060-999-453-8823) to Amended Project #14-09 for Tools, Equipment and Supplies for the Aquatic and Fitness Center. Ms. Schneible explained that \$200,000 in funds were approved last year to be used for costs related to the opening of the Aquatic Center that were undefined at that time. The request today is for Board approval to allocate \$150,000 of those funds to tools, furniture, software, equipment, supplies and staff training to complete the project and proceed with opening. Ms. Schneible emphasized that this is not new money, but was approved last year.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Doak, to close the public hearing. Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Gamble, to approve the reallocation of funds as presented on Project #14-09.

**16-770** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by 3eMcKinney (PC#16-11) in the Amount of \$2,200 for Advertising and Promotion of the 2016 Par 3e Golf Tournament. Mr. Jim Smith, Event Director with 3e McKinney explained that 3e McKinney sponsors the Par 3e Golf Tournament to raise funds and awareness for 'Clothe the Child' McKinney.

**16-771** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by Holy Family School (PC#16-12) in the Amount of \$10,000 for Advertising and Promotion of the 2016 Believe! Run. Sara Thomas, Coordinator of the 2016 Believe! Run shared the purpose of the event is to raise funds to benefit Holy Family School's scholarships for students and families in need of financial assistance for childcare tuition. The event is held the Friday after Thanksgiving and draws many runners, walkers and their families to downtown McKinney.

**16-772** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal (PC#16-13) in the Amount of \$7,500 for Advertising and Promotion of the 2017 Empty Bowls Event. Jamie St. Clair, Outreach Coordinator for St. Peter's Episcopal Church provided the presentation explaining the purpose of the Empty Bowls Event. St. Peter's created Empty Bowls McKinney in 2012 to raise money to combat hunger. 100% of net proceeds support Community Lifeline Center's hunger initiatives. The event brings 1,000 people to downtown

McKinney. The city, local artists and restaurants are promoted through the event.

**16-773** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by Especially Needed (PC#16-14) in the Amount of \$9,000 for Advertising and Promotion of the 2016 Especially Needed Fall Carnival. Heather Astuto, Founder and President of Especially Needed shared a video presentation that shared Especially Needed's mission, which is to build a strong community where individuals with special needs are valued, respected and included. Ms. Astuto shared statistics on past events to illustrate support from residents in McKinney and throughout north Texas.

**16-774** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#16-15) in the Amount of \$15,000 for the Advertising and Promotion of the 2016 Oktoberfest Event. Amy Rosenthal, Executive Director of Main Street/MPAC provided the presentation explaining the purpose of the event is to promote downtown McKinney and to market a unified, quality image of the commercial district as the center of commerce, culture and community life for residents and visitors. The Board requested additional information on the expense totals and Ms. Rosenthal stated she would review the report and provide the information promptly. In 2015 more than 50,000 people attended Oktoberfest.

**16-775** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by the Arts and Music Guild (PC#16-16) in the Amount of \$5,000 for the Advertising and Promotion of the 2016 McKinney Artist's Studio. Linda Barnes, representing the Arts and Music Guild presented the request to the Board. The McKinney Artists and Studio Tour began in 2009 as a

vision of local artists and teachers. It has grown to include a wide variety of skilled artists working to raise public awareness of the amazing collection of talent in McKinney. Free of charge, MAST drew 900 guests to 16 studios in 2015. In 2016, MAST hopes to expand to 20 studios, representing 30-50 artists, with projected attendance of 1,000.

**16-776** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by North Collin County Habitat for Humanity (PC#16-17) in the Amount of \$4,500 for Advertising and Promotion of the 2016 Monster Mash Birthday Bash. Elizabeth Johnston, Grant Writer and Marketing Coordinator of NCC Habitat for Humanity provided the presentation for the Board. Habitat ReStore is a freestanding structure of 36,000 square feet of housing construction materials, furniture and home décor. The goal is to raise funds for ReStore which provides the community with low-cost new and used construction materials; encourage recycling; generate funds to provide workforce training. The Monster Mash event draws not only McKinney residents but also individuals and families from our sister cities and throughout north Texas.

**16-777** Chairman Elliott called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by McKinney Rotary Club Foundation (PC#16-18) in the Amount of \$6,000 for Advertising and Promotion of the 2016 Rotary Parade of Lights Event. Chief Danny Kistner, President of the McKinney Rotary provided the presentation for the Board. Mr. Kistner explained that organizing the Parade of Lights each year is one of the many ways McKinney Rotary raises funds to sponsor scholarships and provide donations to charities in the community. The event showcases downtown McKinney and more than 1,000 people are expected.

Chairman Elliott called for citizen comments. Ms. Rosenthal stated, in reference to the expense calculations discussed during her Oktoberfest presentation earlier in the



meeting, she found that the Carnival was a missing line item from the 2015 and 2016 budget in the amount of \$100,000. This accounts for the miscalculations. Chairman Elliott called for the Board or Commissioner comments. Vice Chairman Kuehn commended the Parks and Recreation staff for the quality swimming program being offered.

Chairman Elliott called for discussion on the following work session item with no action taken:

**16-778** Strategic Planning

Chairman Elliott called for a review of MCDC's 2016 strategic initiatives and the goals and strategies for the remainder of 2016 and 2017. The Board also prioritized categories of eligible projects to assist in making decisions on future funding requests. The discussion was framed and input was secured on how MCDC could best support the following City Council goals: Direction for Strategic & Economic Goals, Operational Excellence, Maximize the Development Potential of the McKinney National Airport, Financially Sound Government and Enhance the Quality of Life in McKinney. Additionally, other potential projects were discussed. The MCDC Draft Strategic Plan will be updated to reflect the board discussion and input and a revised draft will be on the August meeting agenda for review and approval.

Board members unanimously approved the motion by Secretary Clarke, seconded by Board member Glew, to adjourn. Chairman Elliott adjourned the meeting at 12:02 p.m.

---

SCOTT ELLIOTT  
Chairman