

UNIQUE MCKINNEY

MEDC Subcommittees & Updates

April 2020



McKinney Economic Development Corporation



Finance Subcommittee

FY 2020 Annual budget development and Board recommendation

Developed unbudgeted expense policy for Board approval

Met with principals, reviewed financials and developed Board considerations for:

- Project Handle
- Project FPS

What's Next?



Marketing Subcommittee

Marketing Campaign Update:

- Digital Media Campaigns showing continued success
- 2nd quarterly Business Development Newsletter will go out in April

New Marketing Position:

- An offer has been made
 - Kate Morganelli filling in temporarily

Obtain Competitive Bids for Marketing Services:

- Peter to obtain competitive bids for the scope of services
- Centipede will be given an opportunity to submit a proposed pricing amendment
- Current agreement w/ Centipede stair steps down annually

What's Next?



Real Estate Subcommittee

COVID-19:

- Impact on sales tax receipts
- Timing of projects may be delayed

Innovation Fund Projects:

- Project Goals
- Project approval at staff level

What's Next?

- Evaluate project opportunities as they arise, provide recommendations to Board as appropriate



McKinney Economic Development Corporation

Upcoming Subcommittee Meetings

Finance: as needed

(has met six times between April 2019- March 2020)

Marketing: following MEDC Board meetings as needed

Real Estate: 2nd Thursday of every month