

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JANUARY 23, 2014

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on January 23, 2014 at 8:00 a.m.

Board members present: George Fuller, Scott Elliott, Colleen Smith, Kurt Kuehn, and David Clarke. Board members Michael Puhl and David Myers were absent.

Staff present: Executive Director Cindy Schneible, Administrative Assistant Connie Gibson, and Marketing Director Cayti Stein.

There were several guests present.

- 14-067** Minutes of the McKinney Community Development Corporation board meeting of December 19, 2013. Scott Elliott made a motion, seconded by Colleen Smith, to approve the minutes of the December 19, 2013 board meeting. The motion was voted on and passed.
- 14-068** Minutes of the McKinney Community Development Corporation Strategic Retreat on December 19, 2013. A motion was made by Kurt Kuehn, seconded by Scott Elliott, to approve the minutes. The motion was voted on and passed.
- 14-069** December 2013 Financial Report. City of McKinney CFO Rodney Rhoades gave the financial report. Sales tax continues to come in strong. Sales tax for the month of December was \$770,221. This is up 6.7% from 2013. Mr. Rhoades presented a five year financial plan for MCDC board comment.
- 14-082** Consider/discuss/act on a recommendation to City Council for selection of a firm to provide architectural/engineering services related to the design and construction of an aquatics and fitness center at Gabe Nesbitt Park. Patricia Jackson, Facilities Construction Manager for the City of McKinney, addressed the board. She reported that a mutually acceptable agreement on design fees and contract terms had not been reached with BRSA. As a result, the RFQ evaluation committee

recommended moving forward with the second ranked firm, Brinkley Sargent Architects. Fee structure was discussed. George Fuller stated that Brinkley Sargent is a good architectural firm. He asked for a motion to approve a recommendation for Council to contract with Brinkley Sargent for architectural and engineering services for the aquatic and fitness facility project. Kurt Kuehn made the motion, seconded by Scott Elliott. The motion was voted on and passed.

14-070 Consider/discuss Promotional and Community Events Grant request for \$15,000 by the Heritage Guild of Collin County to promote the Farmers Market, Living History Weekends, Old Fashioned Ice Cream Crank-Off, and Holiday Tour of Homes. Cindy Schneible stated the Heritage Guild Executive Director was called out of town unexpectedly and would not be available to present. Ms. Schneible provided a brief overview of the information included in the grant request.

14-071 Consider/discuss Promotional and Community Events grant request for \$5,000 by Kiwanis Club of McKinney to promote the Historic McKinney Kiwanis Triathlon. Dennis Williams addressed the board. The MCDC board granted Kiwanis Club \$5,000 in 2013 but Kiwanis only used \$3,600 of the funds. The 2014 Triathlon is scheduled for March 23rd, making it the first triathlon of the season. A short promotional video was reviewed. Plans for marketing the 2014 event were discussed.

14-072 Consider/discuss Promotional and Community events grant request for \$10,000 by McKinney Housing Authority for the Dads Make a Difference Program. Alonzo Tutson spoke. MHA is requesting the grant for a program that will help strengthen the role dads play in the community. The Dads Make a Difference Program will work in conjunction with the Back-2-Back afterschool program.

14-073 Consider/discuss Promotional and Community Events grant request for \$7,500 by McKinney Main Street to promote Arts in Bloom. There was no representative from McKinney Main Street to address the board.

- 14-074** Consider/discuss Promotional and Community Events grant request for \$4,445 by North Collin County Habitat for Humanity ReStore to promote the Annual Birthday Bash. Debbie Mormon spoke. The McKinney ReStore will celebrate being in operation five years this year. The Birthday Bash, a free event, is scheduled for October 18th. Last year the event had over 400 people in attendance, with 41% coming from McKinney and 59% outside of McKinney. The sales for the day of the event are estimated to be \$12,000. Attractions at the event will include a petting zoo, live music, and a “haunted playhouse” raffle.
- 14-075** Consider/discuss Promotional and Community Events grant request for \$5,000 by ReCycles McKinney to promote a cross-country mountain bike race at Erwin Park. Rich Szecsy addressed the board. The mountain bike race is scheduled for Saturday, May 24th the same weekend as the “Bike the Bricks” race, which will be held on Friday, May 23rd. Mr. Szecy discussed the opportunity to market the event to riders participating in or attending Bike the Bricks, along with additional marketing and promotional plans and activities.
- 14-076** Consider/discuss Promotional and Community Events grant request for \$15,000 by Smiles Charity to promote the Smiles Charity Concert. Laura Lakey and Wendy Shelley presented information to the board. 2014 marks the seventh year for the Smiles Charity Concert, which will be held Memorial Day weekend. Funds from the event are used to build homes for wounded veterans and their families. The all-volunteer concert committee expects up to 15,000 people to attend this year’s event. The headliner for the 2014 event will be announced during a partnership event at Texas Roadhouse on February 25th.
- 14-077** Consider/discuss Promotional and Community Events grant request for \$15,000 by Strikes Against Cancer to promote the Strikes Against Cancer Tournament. The goal for the 2014 tournament is to register more than 400 teams from across north Texas, Oklahoma, Arkansas and

Louisiana to compete. There was not a representative from Strikes available to present to the board.

- 14-078** Consider/discuss Promotional and Community Events grant request for \$11,000 by Volunteer McKinney to promote the Spirit of McKinney Appreciation Dinner, McKinney Youth Summit, and Volunteer Manager's Appreciation Luncheon. Dana Riley spoke. The Volunteer Appreciation Dinner had over 90 partner agencies participate last year, and over 250 people attended the event. The Youth Summit was established to bring groups together to discuss the issues of teens living in at-risk environments. The Volunteer Managers Appreciation Luncheon is scheduled for May 20th. The event is a way to say "Thank you" to nonprofit volunteer managers.

14-079 Board and Liaison Updates

Board Chair

- George Fuller thanked Lemuel Randolph for his years of service as Director of the City of McKinney Parks, Recreation and Open Spaces. Mr. Randolph recently accepted the job as Parks Director in Arlington, Texas.
- Mr. Fuller also provided an update on PSA and their financing needs. He confirmed, with board consensus that MCDC loan funds will be used last on the PSA indoor athletic facility project.

Chamber of Commerce

- The Chamber of Commerce annual business meeting is scheduled for January 23rd.

City of McKinney

- The City Manager's office and City Council have scheduled a day-long retreat January 30th to discuss strategic plans and priorities for 2014.
- The finance department has begun working with auditors on the City's FY 13 audit. Additionally, planning is underway for preparation of the FY 15 budget.
- City staff continues to see positive tax growth and development across the city.

McKinney Convention & Visitor's Bureau

- The MCVB office had 184 walk-in visitors during the past month; of that number - 79 were from out of state, 4 from out of country, 52 were Texas residents, and 49 were McKinney residents.
- MCVB staff provided 70 information bags for two weddings.
- Twenty-three hotel rooms were booked with MCVB assistance resulting in \$2,752.99

McKinney Economic Development Corporation

- MEDC board and staff held a strategic planning retreat January 21st.
- MEDC staff members are actively negotiating with representatives of several large projects.
- A joint meeting between City Council and the MEDC board will be held January 27th to discuss the land use and development for the Gateway area adjacent to the hotel and conference center.
- MEDC will continue to work with airport board and staff to develop the airport, which is a tremendous asset to the city economically.

McKinney National Airport

- Fuel sales at the airport continue to surpass monthly projections.
- The Airport board and staff recently held their strategic retreat.

Parks, Recreation & Open Spaces

- MCDC recognized Lemuel Randolph, PROS Director, for his hard work and dedication to improving McKinney's quality of life. Mr. Randolph has been with the City of McKinney for seven years. MCDC board and staff all wish Mr. Randolph great success.

14-080

Marketing Report

- The Wistron GreenTech Open House was held January 14th.
- The Community Awards Celebration date is February 28th.
- The MCDC board pictures have been added to the website.
- Cayti is focused on increasing MCDC presence on FaceBook and in other social media.

14-081

Executive Director's Report

- RFQ responses for Construction Manager at Risk on the aquatic facility project are due January 30th.
- The Habitat for Humanity quarterly report was shared.
- The Commemorative Air Force event final report was reviewed.
- An update was provided on the status of a project grant request from Collin County Meals.
- The subcommittee to discuss MCDC mission, vision and guiding principles met on January 22nd. Recommended changes have been provided to board members for consideration.
- An updated draft of the MCDC strategic retreat was reviewed and discussed.

14-083

Consider/discuss/act on nomination of annual Quality of Life award recipient. Twelve nominations were received and reviewed by board members. The board voted on the award nominees. The awards will be presented during the Community Awards Celebration February 28th.

Chairman Fuller called the meeting into Executive Session at 9:22 a.m. per Texas Government Code: Section 551.071(2) Consultations with

attorney on any work session, special session, or regular session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed). Section 551.087 – Deliberation regarding economic development matters.

The meeting was called into Open Session at 9:43 a.m.

Colleen Smith suggested MCDC and MEDC purchase laptops or iPads for board member use at monthly meetings, as a way to limit the amount of paper copies made and distributed.

Scott Elliott made a motion to adjourn the meeting. The motion was seconded by Colleen Smith. The motion was voted on and passed. The meeting was adjourned at 9:48 a.m.

GEORGE FULLER
Chairman