

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

APRIL 25, 2019

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on April 25, 2019 at 8:00 a.m.

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

Absent: Board Member Angela Richardson-Woods.

City Council Present: Mayor George Fuller.

Chamber Members Present: President Lisa Hermes

Staff Present: MCDC President Cindy Schneible; City Manager Paul Grimes; Director of Parks and Recreation Michael Kowski; Chief Financial Officer Mark Holloway; MEDC President Peter Tokar; MPAC/Main Street Director Amy Rosenthal; MCVB Sales Manager Vanesa Rhodes; City Secretary Empress Drane; and MCDC Administrative and Marketing Coordinator Linda Jones.

19-0355 Chairman Kuehn called for action on the minutes of the McKinney Community Development Corporation Meeting of March 28, 2019. Board members unanimously approved a motion by Vice Chairman Clarke, seconded by Board member Barnes-Tilley, to approve the minutes of the McKinney Community Development Corporation Meeting of March 28, 2019.

19-0356 Chairman Kuehn called for action on the minutes of the McKinney Community Development Corporation Retail Development Infrastructure Grant Subcommittee Meeting of March 7, 2019. Board members unanimously approved a motion by Board member Barnes-Tilley, seconded by Secretary Brewer to approve the minutes of the McKinney Community Development Corporation Retail Development Infrastructure Grant Subcommittee Meeting of March 7, 2019.

19-0357 Chairman Kuehn called for the Financial Report. Mark Holloway, City of McKinney Chief Financial Officer, called attention to the March financials. March revenues were about \$1.1 million with expenses just over \$100,000, resulting in a net improvement of about \$1 million for MCDC for this period. The January sales tax collections were up about 4.2% over last year and up 4.6% for the year. Mr. Holloway does not anticipate making changes for the current year budget, but will be looking at making an adjustment in anticipated revenue for the upcoming budget. Chairman Kuehn asked for questions and discussion regarding the Checks Issued, and there were none.

19-0358 Chairman Kuehn called for Board and Liaison Updates.

City of McKinney. McKinney City Manager, Paul Grimes, updated the Board on various bills being addressed in the State Legislature. Senate Bill 2, the companion to House Bill 2 passed the Senate with a 3.5% tax cap and is now in the House with a hearing scheduled for Tuesday, April 30. Mayor Fuller has been actively voicing concerns on the legislation. On May 6 at 6:00 pm at the Collin County Courthouse, TXDoT will present their preferred alignment on Highway U.S. 380, then they will proceed with an Environmental Impact Study (EIS) which will likely take 2-3 years. TXDoT will consider input from cities and counties impacted. On May 21, the National Citizens Survey findings will be presented to City Council. Chairman Kuehn asked for clarification regarding the feedback TXDoT receives from citizens. Mr. Grimes stated that going forward, the feedback will be less from the public and more from the EIS results and affected property owners.

McKinney Convention and Visitors Bureau. MCVB Sales Manager Vanesa Rhodes called attention to the MCVB report. Ms. Rhodes stated that she picked up five RFPs at Rendezvous South last month. She

announced that the City and MISD did secure the NCAA contract for the Division II Football Championship for next three years. This weekend, McKinney is hosting the Texas Gymnastics State Meet and the Texas Folklore Conference. In addition, the city is hosting the Texas High School Lacrosse League Championship Tournament in May. Ms. Rhodes also said they are meeting with the McKinney Class of 1965 for their 55th reunion in 2020. MCVB also met with Sammy Olali from AYSES regarding using McKinney hotels for upcoming soccer tournaments. MCVB met with Derrick Robinson to bring in the Home School Association basketball tournament to PSA McKinney. Advertising placed included County Line Magazine, The Daytripper, Tour Texas and the Texas Tour and Meeting Guide. May 5-11 is National Tourism Week, and the MCVB will host a First Responder Appreciation BBQ on May 7 to thank them for their service. The MCVB is introducing a McKinney Passport event to encourage residents to be a tourist in their home town. Passports will be available at the MCVB office, as well as at Apex Centre and the Senior Center.

McKinney Economic Development Corporation. MEDC President Peter Tokar announced that the MEDC is very close to launching a new website and marketing collateral materials. A big part of the new marketing campaign is an emphasis on social media including adding LinkedIn and YouTube. In addition, the MEDC has hired a Social Media Specialist, Kristen Ridout. The MEDC is also investigating some collaborative marketing ideas such as real time augmented reality using mobile devices and some virtual reality marketing. The MEDC is moving forward with a 5G strategy for the City of McKinney, and will be hiring a 5G Specialist to develop a 5G plan, encourage developers to include 5G infrastructure and work with the city to develop a full city-wide 5G program. Mr. Tokar shared that the MEDC has a healthy pipeline of projects, including requests for a more office centric development

portfolio, including advanced manufacturing and biomedical applications which enhance the city's industrial portfolio. Mr. Tokar asked for questions, and there were none.

McKinney Main Street/MPAC. MPAC/Main Street Director Amy Rosenthal thanked the Board for their support for Arts in Bloom with a special thanks to Board Treasurer Glew for volunteering. She announced that new curtains were installed for the stage. Ms. Rosenthal updated the Board on a potential arrangement for valet parking where 100 public spaces and 140 private spaces would be reserved for Downtown valet parking. They are considering a summer trial period for valet. Election on the Square will be May 4 with music and Mayor Fuller will be posting results on an old-fashioned chalkboard. Other events coming up include the Odysseus Chamber Orchestra concert and McKinney's Repertory Theatre performance of Agatha Christie's Mousetrap. Chairman Kuehn asked when the valet trial would begin, and Ms. Rosenthal stated it would likely run from June 1 through August 31. After the summer trial, they will evaluate to determine the viability of establishing a permanent valet service. Ms. Rosenthal clarified that the valet service would run Friday evenings through Saturday evenings. Board Treasurer Glew asked how the valet initiative started. Ms. Rosenthal replied that conversations regarding valet have come up over the years, but that the businesses on the west side of the square are particularly interested. Now with the new parking inventory, it's a good time to consider the idea. Vice Chairman Clarke asked about the Downtown speakers. Ms. Rosenthal stated that the speakers should be functioning from 10:00 am to 10:00 pm, but they are still working with the manufacturer to install additional antennas to reach a greater area.

McKinney Parks and Recreation. Director of Parks and Recreation Michael Kowski announced that there's a Movies in the Bark tonight at and a Friday night band, both at Bonnie Wenk. Saturday, May 3, is social

dance night at the Community Center as part of the adapted care program for adults with special needs, May 18 is a “Get Out and Play” day at Towne Lake Park. Bonnie Wenk grand opening is June 15, although some elements of the park already opened. Tennis facility expansion and George Webb Park will open this summer. Chairman Kuehn added that he has heard good things from some who have been to Bonnie Wenk. Board Secretary Brewer also stated that she and her grandkids enjoyed the park one afternoon after the fencing was down. Chairman Kuehn asked for additional questions or comments, and there were none.

McKinney Chamber of Commerce. Chairman Kuehn invited McKinney Chamber President Lisa Hermes to address the Board. Ms. Hermes encouraged the Board to invite someone to the Leadership McKinney Open House tonight to learn more about the application process. This is the 32nd year for Leadership McKinney, and the goal is always to build a diverse class. On May 7 at 7:30 a.m. at Cinemark, the Chamber is hosting a business development breakfast with a panel addressing the 380 corridor. May 6-10 is National Small Business week, and the Chamber will be highlighting some of the small businesses in McKinney. Ms. Hermes encouraged the Board to “like” the Chamber Facebook page. She also encouraged those who haven’t voted to do so and to encourage others to vote.

19-0359 Chairman Kuehn called for the President’s Report. MCDC President Cindy Schneible called attention to the grant recipient final reports attached to the agenda from Chestnut Square and the Master Gardeners Garden Show. She reminded the Board about the ManeGait Country Fair, the Tour de Coop and Farmers Market, all MCDC promotional grant recipients with events happening this weekend. Ms. Schneible directed the Board’s attention to the advertising report which is compiled by the

marketing department and shows MCDC-specific advertising as well as collaborative advertising MCDC worked on with MCVB, Main Street and Communications and Marketing. She also encouraged the Board to review the Grant Promotions report which shows how we are supporting our grant recipients through social media and other marketing. Upcoming grant cycles are now through May 31 for the next cycle of Promotional and Community Event Grants, June 1-28 for Project Grants, and July 1-31 for Retail Development Infrastructure Grants. Ms. Schneible encouraged Board members to attend the Downtown business meetings in May and June to promote the RDIG pilot program. Ms. Schneible presented an update to the MCVB Board and shared that Michelle Gamble, previous MCDC board member, who is now serving the MCVB Board and sent greetings. Ms. Schneible shared that she had the opportunity to participate in Project Lead as part of McKinney's HPO initiative. It was a great experience and Ms. Schneible believes that the HPO vision of shared leadership will yield great things for McKinney. Ms. Schneible announced that MCDC has a joint meeting with the Parks and Recreation Advisory Board on May 9 at 5:00 p.m. at the parks office. Lastly, Ms. Schneible wished a happy birthday to Chairman Kuehn. Ms. Schneible asked for questions, and there were none.

19-0362 Chairman Kuehn called for a Public Hearing and Consideration/ Discussion/Action on a Project Grant Application submitted by The North Texas Family Health Foundation (#19-08) in the amount of \$800,000 for horizontal infrastructure costs related to the construction of a Federally Qualified Health Center, located at 1620 Virginia Parkway, McKinney, Texas. Amount requested represents 12% of the total project cost. Chairman Kuehn reminded those present that there would be no action taken on the public hearings at this meeting. Chairman Kuehn called the North Texas Family Health Foundation President James Tippit to

present. Mr. Tippit stated there are about 1,600 Federal Qualified Health Centers throughout the U.S. The mission for the health center is to reduce disparity in the provision of high quality primary health care with a vision to be the leading provider of choice for quality and affordable primary medical, dental and behavioral needs. The clinic receives a fair reimbursement for Medicare and Medicaid patients, which provides a means for the center to be self-sustaining while still providing care for uninsured and underinsured patients. The center operates as a sliding scale and is not a free clinic. About 53% of their patients (about 1,000 people) last year were underinsured, and their average personal payment per visit was about \$4. The purpose of the fee is to assign some accountability to the patients for their own medical health. The clinic also addresses the problem of Medicare and Medicaid patients finding doctors that will treat them. Another advantage that the clinic holds over general medical practices is federal tort claim coverage which allows the clinic to carry less malpractice insurance. The clinic offers provider loan repayment programs, so doctors with student loans can receive some reimbursement. All staff are paid at market rate. The goal is to leverage all these benefits to create a sustainable model of health care for thousands of people. In order to qualify as a FQHC, the clinic must reach and maintain strict quality of care indicators that are not imposed upon private sector providers. Each FQHC must prove there's a need in the community, then continually report quality of care measures to show that the health status of patients is actually improving. Mr. Tippit reviewed some of the steps taken thus far, including extensive research which indicates that the top three needs in our area are behavioral, dental and medical, all three of which can be offered under one roof with a FQHC. Mr. Tippit introduced Mr. Patterson who is the operator of the Wichita Falls FQHC which is sponsoring the Virginia Parkway FQHC. The challenge faced in this public/private partnership is proving the benefit to

all participants, but the model has been up and running since 2017 and has proven its worth. In the first year, the clinic saw 1,922 patients and about 4,500–5,000 visits, indicating continuity of care is working which keeps patients healthier and helps keep costs down. In 2019, the clinic is expected to see about 3,900 patients in about 10,000 visits. Mr. Tippit stated that the health center will provide a medical home for 10,000 to 12,000 unduplicated patients, while also providing pharmacy resources as well as graduate medical education and residency opportunities for primary care doctors. There is a forced multiplier for the area by growing the medical community. Mr. Tippit indicated the site will be on Virginia across from the McKinney First Baptist Church, with the possibility of adding satellite clinics. The North Texas Family Health Foundation was formed so that donated funds are owned and retained by the local community, while the operating responsibility of the clinic remains with Wichita Falls. Chairman Kuehn asked about how much debt the clinic will carry, and Mr. Tippit stated the goal is to have no debt carried. Once the original building is self-sustaining, other donations and funds received will go back into the Foundation to seed additional projects and satellite clinics. Board member Barnes-Tilley sought clarification that about 60% of the funds have already been secured, and Mr. Tippit said that was correct. Board member McGill inquired about the annual operating costs and whether or not the Foundation supports those operating costs. Mr. Tippit stated that the operating costs would be about \$8,000,000 annually, but that the FQHC would be self-sustaining and not reliant on the Foundation. Chairman Kuehn asked about the makeup of the patients. Mr. Tippit explained that the target population for a FQHC is 200% poverty and below, but our area does meet the Medicaid/Medicare density required for a self-sustaining FQHC. Chairman Kuehn then asked how the word gets out about the health center. Mr. Tippit offered that referrals from MISD is one of the biggest

sources, in addition to organizations and emergency rooms who refer patients. The FQHC does some promotional outreach to physicians to encourage referrals. Chairman Kuehn then asked about the construction timeline. Mr. Tippit indicated that the hope is start construction in June 2019 with a ground-breaking on June 20 and completion in March 2020. Board Treasurer Glew asked about transportation assistance for patients who need it. Mr. Tippit stated that the FQHC currently partners with CitySquare for transportation through a grant from the United Way. He elaborated that the FQHC will also house non-clinical community space to include other services such as a food pantry, and there is a long-range plan to cover transportation.

Chairman Kuehn called for citizen comments. Mayor Fuller shared with the Board that the City Council passed a resolution on May 14 to support the FQHC. He stated that he is personally invested in both time and money to this clinic, and believes that this project will have a greater impact on humanity in our community than any other project the MCDC, MEDC and City Council will have the opportunity to support. McKinney residents Lisa Hermes of 2000 Surrey, Bill Darling of 3362 North Custer Road, Richard Dodson of 2515 Sunny Meadow, Joe Joplin of 407 South Tennessee and Prosper resident Dr. Larry Pierce whose medical practice is located in McKinney at 5236 W. University all spoke in favor of this project. Chairman Kuehn called for a motion to close the public hearing. Board members unanimously approved a motion by Treasurer Glew, seconded by Vice Chairman Clarke, to close the public hearing. Chairman Kuehn stated that action will be taken on this grant request at the May board meeting.

19-0360 Chairman Kuehn called for a Public Hearing and Consideration/ Discussion/Action on a Project Grant Application submitted by The Salvation Army McKinney Corps Community Center (#19-06) in the

amount of \$33,917.90 for replacement of the gymnasium floor at The Salvation Army Community Center located at 600 Wilson Creek Parkway, McKinney, Texas. Amount requested represents 49% of the total project cost. Major Paul White stated that the Salvation Army has been in the community for more than 20 years, and the gym floor is in need of replacement. Two major sports played daily in the gym are pickle ball and basketball. Major White showed pictures of what the new floor will look like. The current tile floor will be replaced with a floor made of maple wood. Major White informed the Board that half of the funds have been secured, and they are asking the MCDC for just over \$33,000. Board member Barnes-Tilley sought clarification that the current floor is 20 years old, and Major White confirmed. Chairman Kuehn asked for citizen comments, and there were none. Mr. Kuehn called for a motion to close the public hearing. Board members unanimously approved a motion by Board member McGill, seconded by Vice Chairman Clarke, to close the public hearing. Chairman Kuehn stated that action will be taken on this grant request at the May board meeting.

- 19-0361** Chairman Kuehn called for a Public Hearing and Consideration/ Discussion/Action on a Project Grant Application submitted by Heritage Guild of Collin County (#19-07) in the amount of \$59,500 for various projects at the Historic Village at Chestnut Square, located at 315 South Chestnut Street, McKinney, Texas. Amount requested represents 65% of the Total Project Cost. Board Treasurer Glew recused himself from the presentation and discussion on Agenda Item #19-0361. Jaymie Pedigo, Executive Director of the Heritage Guild of Collin County, updated the Board on the fence project which is now underway after settling a property line issue. Ms. Pedigo stated that the grant request for \$59,500 will allow for moving forward with several needed projects in Chestnut Square. It reflects \$12,500 for repairs at Dixie's Store which

houses Doc and Clyde's ice cream freezer collection. Fifteen thousand for a speaker/PA system similar to the one recently added to the downtown area will allow for marketing and safety/weather announcements. Because of wear and tear on the grass in the wedding garden, they are requesting \$5,000 for artificial turf for that area. The turf would allow for permanent bench seating, thus saving time and expense with wedding setup and tear down. Chestnut Square has 16 porches, two of which are not covered. They are asking \$2,000 for boardwalk, awning and porch projects. Ms. Pedigo shared that the Johnson House will be 150 years old next year and is currently being used as a bridal suite. The house was moved to Chestnut Square in the 1980's. While it has no structural issues, it is in need of some minor repairs and interior refurbishing. They are requesting \$25,000 for Johnson House updates which is 50% of that project's cost. Ms. Pedigo also shared that the Johnson House is home to Bobby Younger's room. Bobby was killed in WWII. His remains were discovered last year, and he was finally buried in Arlington Cemetery. Chairman Kuehn asked for citizen comments, and there were none. Mr. Kuehn called for a motion to close the public hearing. Board members unanimously approved the motion by Board member Barnes-Tilley, seconded by Secretary Brewer, to close the public hearing. MCDC Treasurer Glew returned to the dais after the closing of the public hearing.

19-0363 Chairman Kuehn called for a Public Hearing and Consideration/ Discussion/Action on a Project Grant Application submitted by the City of McKinney, Housing and Community Development Department (#19-09) in the amount of \$150,000 for home repairs and maintenance for low income residents in McKinney, Texas. Amount requested represents 100% of the total project cost. City of McKinney Affordable Housing Administrator Cristel Todd reviewed the mission and vision for their

department. Specifically, the Housing Services Division oversees the development and preservation of quality, affordable and accessible housing and the development of viable communities throughout McKinney. That division has helped over 100 families with emergency repairs, small repairs and major home rehabilitation. The McKinney Housing Rehabilitation Program is funded by the Community Development Block Grant (CDBG). These funds are awarded to the City of McKinney by the U.S. Department of Housing and Urban Development (HUD). Ms. Todd explained that when the model codes were updated in 2018, code included the addition of the 2015 IPMC (International Property Maintenance Code), which created the opportunity for staff to use a more strategic, comprehensive approach to property inspections. The IPMC regulates the minimum maintenance for existing buildings. The City code enforcers will now be citing maintenance deficiencies including foundation, paint, windows and other exterior issues, and residents are notified that they have 30 days to comply. Because many of the residents who receive citations are in low income brackets, the department is asking for funding to assist these residents. Benefits of property maintenance include improving the quality of life of residents, preserving property values, promoting a positive environment for the neighborhood, reducing crime in the neighborhood, and preventing property deterioration to the point of becoming substandard or dangerous structures. About 100 households have already received deficiency notifications. Ms. Todd shared that in addition to this request for \$150,000, the department is partnering with other local organizations to help as these numbers grow. Vice Chairman Clarke asked how many households would be assisted with this funding, and Ms. Todd stated that the number is unclear because of the variety of projects they see. She added that the hope is that various nonprofit organizations would assist with the smaller projects, so the department

can focus on the larger projects in the \$10,000 to \$15,000 range, so roughly 10-15 households would benefit from this grant. Chairman Kuehn asked what the current budget is for these projects, and Ms. Todd stated that there is currently no budget for these projects but added that the Housing and Community Development Department has a rehab budget of a little over \$517,000 of which over \$400,000 has been spent with eight pending applications. Chairman Kuehn questioned how the need of a resident is verified, how an allocation amount is determined and whether or not residents are required to contribute monetarily. Ms. Todd stated that they income qualify residents as low to moderate income by their past six months of bank statements and pay check stubs. On rehabs with an investment of at least \$15,000, there is a five year lien on the home requiring the resident to pay a prorated amount if sold prior to five years. Reconstructs work the same, but the lien is for fifteen years. Treasurer Glew asked for clarification on deciding which projects are most important and determining how many homes would benefit. Ms. Todd said that the determination is based on the citations, none of which would be total reconstructs, but estimated that this \$150,000 request would likely impact around ten to fifteen homes. Board Secretary Brewer questioned if code enforcement is based on what they see from the outside, and Ms. Todd stated that code enforcers are not allowed to step on the property, so they can only cite what they see from the exterior of the properties. Board member Barnes-Tilley inquired about partnerships with companies to complete work for reduced costs, and Ms. Todd stated that they piggy-back on already established state contracts. Chairman Kuehn sought more clarification regarding the personal equity of the homeowner for a project they benefit from. Ms. Todd stated that most of the households are on fixed incomes and home repairs are generally the last thing on the homeowners list for spending. Secretary Brewer asked if there is a more preventive program in place to help the homeowner be

more responsible with the smaller jobs; for example, is paint available for the homeowner if they see a need especially to prevent further damage? Treasurer Glew asked for greater clarification on whether or not the homeowner is required to cover a percentage of the project, and Ms. Todd answered that homeowners are not required to pay anything. Mr. Glew then asked if the department would consider an option where the homeowner is required to invest a certain percentage, and Ms. Todd said that the MCDC could choose to stipulate that as it moves forward with their discussions of this grant request. She reiterated that the goal is to help as many as possible. President Schneible offered to work with the Housing and Community Development to define potential stipulations and to gain a better understanding of the scope of residents being served. Treasurer Glew asked about what defines low to moderate income, and Ms. Todd answered that it is \$72,000 or below for a family of four. Board Secretary Brewer then asked if the physical ability of the homeowner is a consideration, and Ms. Todd responded that only 10% of those who receive code violations fail to comply. Ninety percent of those cited respond and make repairs within the 30 days. If a homeowner has not complied within 30 days, they will be contacted by code enforcement regarding the status of assistance in an attempt to comply. If homeowner chooses not to comply, then they are charged with a non-compliance fee, and the department steps in to fix the problem. Chairman Kuehn asked for additional Board and citizen comments, and there were none. Mr. Kuehn called for a motion to close the public hearing. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Barnes-Tilley, to close the public hearing. Chairman Kuehn stated that action will be taken on this grant request at the May Board meeting.

19-0364 Chairman Kuehn called for Consideration/Discussion of the MCDC Strategic Priorities for FY19-20, and invited Treasurer Glew to lead the discussion. Mr. Glew explained the purpose and history of setting strategic priorities for MCDC to determine things the Board would really like to accomplish. The purpose of this discussion is to evaluate the current priorities and determine if changes should be made, and particularly to receive input and ideas from the newer Board members. Ms. Schneible reviewed the categories of projects that are eligible for funding under State law. Mr. Glew explained that the current priorities were created based upon the discussion and ranking of each Board member's top five goals for this Board. He asked newer Board members Barnes-Tilley and McGill to share their thoughts. Ms. Barnes-Tilley expressed the importance of continuing and to make an impact on struggling residents like the elderly, low income and disabled. She added that research suggests that education and health care lead to a more productive citizenry. Ms. McGill discussed the need for a balance between new development and maintaining established areas and providing opportunities for all income levels to participate in what the city has to offer. Second, Ms. McGill suggested that transportation is a critical priority especially with regards to the lower income and elderly/disabled populations. Ms. Barnes-Tilley stated her top priorities as (1) projects related to assisting lower income residents including health care, (2) preserving the area's history and downtown, and (3) addressing transportation, especially as the area north of McKinney grows. Ms. McGill asked for clarification regarding what type of job training the MCDC is allowed to fund. Ms. Schneible outlined the parameters under the Texas Local Government code and clarified that the MCDC cannot fund general career or life skills training. Ms. Schneible added that the MCDC has not received a request to fund training, but Collin College, Texas Workforce Solutions and various nonprofits have provided

different types of job training. Ms. Schneible and Mr. Kuehn emphasized that the MCDC falls under different guidelines because we have Collin College who can and does work with companies to provide specific job training as defined by those companies. Ms. Schneible agreed with Ms. McGill that workforce development is key for economic development, and she reiterated that for us to do anything, a company would have to reach out to us. Ms. Schneible added that getting the word out for this type of funding is primarily done through the MEDC, but could be done through McKinney Chamber as well. Both Barnes-Tilley and McGill also agreed that maintaining and improving parks should remain a priority. Ms. Schneible added that a strategic priority for Main Street is support for downtown infrastructure, lighting and amenities. Mr. Kuehn agreed that focusing on the downtown area should remain a priority for MCDC. Mr. Glew added that historically the MCDC has initiated some of the downtown area enhancements. He continued by reviewing MCDC's current strategic priorities including:

- Destination park to include performance area/venue in close proximity to historic downtown, similar to Klyde Warren in Dallas or Watters Creek in Allen (could include amenities such as Children's Museum)
- Low income housing – construction and/or repairs
- Hike and bike trail development to facilitate connectivity (with other parks, downtown)
- Development/construction of network of parks and park facilities
- Destination retail/dining/entertainment similar to Plano's Shops at Legacy
- Public transportation (state law permits MCDC to fund facilities and equipment)
- Restore/refurbish/update existing parks (pending on what can be done if bond passes)
- Redevelopment of Cotton Mill and Flour Mill
- Cultural District and East McKinney amenities including medical and housing

- Large scale destination entertainment theme park or attraction
- Medical facility to serve the underserved including Medicaid and Medicare patients
- Community projects and facilities that support youth organizations and activities
- Signage to help promote McKinney to McKinney (wayfinding, promotional, parks including directional, historical, educational and environmental messaging)

This strategic priority discussion led to several ideas for marketing and promoting McKinney events to McKinney residents. Priorities will be revised to include the preservation in the Cultural District. Mr. Glew asked if there's anything on the list that should be removed, and there were none. Mr. Kuehn suggested that some of the items could be combined, noting that often times the priority changes as opportunities come before the Board. There was a discussion on the importance of ranking the priorities, and the Board agreed that ranking is not necessary. Board Secretary Brewer reviewed a specific goal to improve communications and promotions of MCDC-sponsored programs, projects and grants, while educating residents and establishing resident pride that the sales tax generated in McKinney is why MCDC can do what we do. Various ideas were discussed including point-of-sale advertising, social media, print advertising, and on-site promotions at events. The goal going forward is to be more strategic about getting the "your sales tax" message out. Ms. Schneible challenged Board members to "like" the MCDC social media pages and share posts. Ms. Schneible stated that staff will work with the Communications Department to develop a strategic communications plan to present to the Board to educate the public regarding where our funding comes from and to promote what we do with that funding.

Chairman Kuehn called for citizen comments and there were none.

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

Chairman Kuehn called for a motion to adjourn. Board members unanimously approved a motion by Board member McGill, seconded by Vice Chairman Clarke, to adjourn. Chairman Kuehn adjourned the meeting at 10:48 a.m.

KURT KUEHN
Chairman