



7-16-13

MEDC President's Report:

Ladies and Gentlemen, the following is a brief outline of operational issues that are on my radar screen and in the process of being addressed. Again, this is a brief bullet pointed listing and I will be more than happy to answer any questions or go into further detail.

Communication:

- City Manager Gray and I continue weekly meetings.
- MCDC Executive Director Schneible and I have started to have weekly meetings to stay up to date on operational issues as well as ways we can best leverage one another.
- MEDC is having weekly staff meetings to ensure that staff has what they need to succeed and that we remain focused as a TEAM.
- MEDC, City Manager's Office, MCDC, MCVB and the Chamber are having ongoing meetings to coordinate the most efficient and effective implementation of the previously completed TIP Strategies Strategic Plan to the extent that we feel is appropriate.
- MEDC's Cayti Huston is participating regularly in the Joint Marketing Meeting with Coco Good and other stakeholder organizations.

Staffing:

- There may be further staff additions requested of the board for our next budget year (1-2)

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Office:

- We have transitioned to the City of McKinney IT services except for phone services which will come soon as soon as CBeyond releases our phone numbers to the City. The over-all transition includes new phones with video conferencing that are integrated into our desktops, City hardware, and most importantly integration into the City system operationally giving us access to all HR, Payroll, Building Services , CRM when installed, etc.. **MEDC IS NO LONGER** filling out paper time sheets and faxing them in every other week.
- IT staff has done an incredible job during the transition getting us up and running smoothly and being available for support.

Operational:

- We are 70% complete on a new incentive program structure to present to the MEDC Board, City Council, and will also provide to the County and College for consideration.
- **GATEWAY:** We have now completed the stakeholder meeting on land uses for the Gateway Development as well as a follow up meeting with Cary Israel and Colleen Smith. The original 4 scenarios are being refined to show the feedback from the Council, MEDC and MDCD Boards, and also the stakeholder group that includes the anchor tenants of the site (College, Emerson, Hotel developers) as well as adjacent stakeholders. We will work with the City staff on next steps, but presumably, next steps are to refine those scenarios into one or two pulling the major themes and types of use (Office, Restaurant, retail etc.) and then develop an over-all development plan to do some due diligence on market need of each.
- **Incubator:** THE MEDC Board has approved taking our emerging tech program to the next level with a bricks and mortar shared work space in the Cotton Mill in conjunction with current Emerging Tech company Curious Complex. We have formed an advisory Committee to work with this program to better structure it but already have 13 companies applying to work in the shared space... This could be a Big Opportunity, especially with the “Gravity Center” in Plano being shut down.

Marketing:

- **DCI:** We kicked off our DCI contract April 3-5 with a community immersion tour for the DCI staff. They also set 7 meetings for me while I was in New York with the Governor’s Office and they went exceptionally well! They are setting up a trade Mission to California now that Abby and I will both attend.

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- **MEDC Monthly Newsletter** – Cayti Huston has started the distribution of our monthly e’ newsletter. This monthly newsletter will always have a couple key indicators with a comparison to previous year same month (Sales Tax income and Unemployment) as well as other brief MEDC updates and info. from the City (primarily Building Services) to assist with communicating important information.
- **P.R. Consultant:** We have retained the services of David Margulies to represent the MEDC and community in general to assist us with telling the McKinney Story to both local’s and out of market entities and essentially keep us in the news on positive items. They will also assist as needed with any “challenging situations”. They assisted with the McKinney Corporate Center Craig Ranch event as their first duty. They are a \$4,000.00 per month retainer fee plus extra expenses for using newswires etc. The contract has a 30 day written notice cancellation provision at any time with no penalty.
- **MEDC Video:** We are in the Process, with Coco’s Group, of having an Economic Development focused Video shot for our purposes (website, marketing materials etc.) as well as the shooting of approximately 20 short video testimonials that we can interchange within our 3-5 minute video as well as post individually on our website and use for targeted marketing opportunities. We are currently in final edits.
- We continue to look at and refine our marketing peripherals, office appearance as mentioned above, promotional giveaways, identity wear, and marketing opportunities.
- Vice President Liu and I will be coordinating travel schedules for marketing purposes with a plan to cover: Texas One, Team Texas, IAMC, and assorted trade mission opportunities and tradeshow. John Valencia will also make possible travel in regards to training and the technology sector he is focused on as needed.
- In short, my plan is for staff in general to be “out-of market” substantially more than I think we have been in the past “Without leaving the office unmanned”.

Mission / Vision Statement: We feel like we need to re-address the organizations Mission and Vision statements, shorten it into one or two sentences and put it into action in our process and visually...

MEDC Mission and Vision:

Current Mission: “The MEDC will work to create an environment in which community-oriented businesses can thrive. We will do this by identifying, coordinating, and realizing high-impact opportunities that promote job and Wage growth as well as a diversified and expanding tax base.

Current Vision: “?”

Updates to consider:

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- ***Vision: “To Develop McKinney as America’s Premier Community for Ours and Future Generations”***
- ***Mission: “The MEDC will work to Develop McKinney as America’s Premier Community by: working to create a predictable, Pro-Business environment with our economic development stakeholders, Supporting existing businesses, and working to build a stronger and more diversified economy by adding quality domestic and international corporate partners.”...***

20th Anniversary:

May 10th was our organizations 20th anniversary!! We are planning several events during the year to tie into this:

- We plan to execute 3 elements of this program which are: reception for locals, Allies Day to include State Offices (Gov. Economic Dev., TXDOT Aviation division, Oncor Electric, Site Selectors etc.), Industry Appreciation Event to recognize our existing industry and thank them for their contribution to our community as major employers and tax base providers...
- We are scheduling our events around a 20th anniversary printed marketing piece and we are looking at fall.

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