

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

DECEMBER 16, 2021

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, December 16, 2021, at 8:00 a.m.

Board Members Present: Chair Angela Richardson-Woods, Vice Chair Kathryn McGill, Secretary David Kelly, Treasurer Mary Barnes-Tilley, Board Member Deborah Bradford, Board Alternate David Riche, and Ad Hoc Member Joy Booth.

Absent: Board Member Rick Glew.

Council Present: Mayor George Fuller and Councilwoman Gere Feltus.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Financial Compliance Manager Chance Miller, Assistant Director of Parks and Recreation Ryan Mullins, Visit McKinney Director Dee-dee Guerra, Downtown Development Manager Andrew Jones, Main Street/MPAC Marketing and Development Specialist Jakia Brunell, and MCDCC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chair Richardson-Woods called the meeting to order at 8:01 a.m. after determining a quorum was present. Board Member Bradford led an invocation that was followed by the Pledge of Allegiance. Chair Richardson-Woods welcomed Board Alternate Riche to the dais, wished traveling mercies for Board Member Glew, and thanked ad hoc member Joy Booth for her attendance and dedication to the Board.

Chair Richardson-Woods called for public comments on items not related to public hearings, and there were none.

Chair Richardson-Woods called for a motion on the consent items. Board members unanimously approved a motion by Board Member Bradford, seconded by Vice Chair McGill, to approve the following consent items:

- 21-1116** Minutes of the McKinney Community Development Corporation Meeting of November 18, 2021.

- 21-1117** Minutes of the McKinney Community Development Corporation Special Meeting of November 29, 2021.
- 21-1118** Minutes of the McKinney Community Development Corporation Projects Subcommittee Meeting of November 29, 2021.
- 21-0926** Minutes of the Joint Meeting of the McKinney Economic Development Corporation and the McKinney Community Development Corporation of September 23, 2021.
- 21-1119** Chair Richardson-Woods called for the Financial Report. Financial Compliance Manager Chance Miller announced that the auditors are finishing up their field work and will begin working on the final 2021 report to present to Council. He shared the October financials. Revenues for October were \$1.5 million with expenditures of \$218,000. Sales tax for October represents August sales and showed a 19.3% increase over 2020. During the same time, Allen saw a 15% increase, Frisco saw a 24.8% increase, and Plano saw a 17.8% increase. These numbers reflect some inflation but reflect true and strong increases. The adjusted budget for FY21 was \$16.9 million, and we are on target to see actual revenues of \$18.3 million. The difference of \$1.4 million will roll into MCDC's fund balance. Chair Richardson-Woods asked for questions on the Checks Issued report, and there were none.
- 21-1120** Chair Richardson-Woods called for Board and Liaison Reports.
Board Chair. Chair Richardson-Woods shared her appreciation for the great community effort and participation in the Rotary Parade of Lights. Board Member Brewer shared that she attended the preview of the Apex Centre's new Ninja Course, a great addition to the indoor pool. There are courses designed for various skill levels, but no one has completed the tougher course yet. Board Member Bradford announced that Billy Acy, Habitat home recipient/partner, passed away this past week. She

thanked Celeste Cox, CEO of Collin County Habitat for Humanity, for the work she does and for the relationships she forms with the families they serve. Vice Chair McGill commented that the Holiday Tour of Homes was a beautiful and well-organized event and thanked Board Secretary Kelly for opening his home for the tour and reception. Chair Richardson-Woods congratulated Jaxson Turner for being recognized by Mayor Fuller on the Kelly Clarkson Show, and she thanked Jaxson for the example he sets as a servant leader even at such a young age. She reminded everyone that this is a season for giving and asked everyone to be mindful of those who are struggling or who have suffered loss. She asked everyone to consider the great loss in the towns of Kentucky recently hit by hurricanes. Chair Richardson-Woods commented that small businesses are the heartbeat of what makes McKinney unique, and she encouraged support for McKinney small businesses. Board Member Riche commented on the Parade of Lights and on the Army/Navy game over the past weekend. Chair Richardson-Woods thanked Board Members Brewer, Bradford and Riche for participating in the Downtown walkabouts to share information about the BUY MCKINNEY initiative as well as the Retail Development Infrastructure Grant program.

City of McKinney. City Manager Paul Grimes agreed that the Parade of Lights was an amazing event and thanked all staff who worked behind the scenes for this event. He shared that Michael Kowski will be updating Council on proposed changes to parkland dedication ordinances at their December 21 work session. Additionally, a Community Land Trust concept will be introduced to Council at that same work session to assist with East McKinney neighborhood preservation and affordable housing throughout McKinney. Reflecting on 2021, Mr. Grimes thanked all those who worked and volunteered at the vaccination hub earlier in the year and those who responded during the winter storms. He thanked

President Schneible and the executive leadership team for the many extra hours they have put in on several major projects including TUPPS. He shared that Visit McKinney Director Dee-dee Guerra's last day with the City would be at the end of December, and he thanked her for her many years of hard work and dedication to McKinney. Vice Chair McGill asked how the City is preparing in the event of another winter storm, and Mr. Grimes shared that they now have a contact list for our vulnerable populations. Additionally, the 2021 experience provided the framework for a plan going forward to communicate and rely on churches and social groups. He added that the power grid is stronger, and the City overall is in a better position to tackle a storm than it was last year.

Visit McKinney. Director Dee-dee Guerra reminded the board that McKinney is hosting the NCAA Division 2 Championship football game this December 18, adding that both teams (Valdosta Blazers and Ferris State Bulldogs) are facing a rematch from the 2018 game. Tailgating starts at 5:00 p.m. on Saturday at MISD Stadium. The game begins at 8:00 p.m. and will be televised on ESPN-U. Tacos, Tequilas and Cervezas starts tomorrow and continues through the weekend. Participating restaurants are listed at the d2mckinney Facebook page and at VisitMcKinney.com. She thanked MISD and the Fire Department for all their preparations. Ms. Guerra shared that the DCI (Drum Corps International) will be in McKinney this July, and the line-up includes Santa Clara Vanguard, Phantom Regiment, Blue Stars, Carolina Crown, The Colts, Genesis, Seattle Cascades and The Spirit of Atlanta. Visit McKinney has already secured a popular influencer for a visit July 13-14. The historic walking tours continue. Ms. Guerra encouraged everyone to visit the Visit McKinney store for McKinney and holiday swag. She announced that Marie Woodard would be the Interim Director until a new Director is hired, and she thanked MCDC Board members for being great partners over the years. Chair Richardson-Woods

commented that the new Director will have big shoes to fill, and Vice Chair McGill led a round of applause for Ms. Guerra.

McKinney Economic Development Corporation. Chair Richardson-Woods shared that MEDC had an event that conflicted with the meeting this morning and will provide a report for the board at next month's meeting.

McKinney Main Street/MPAC. Downtown Development Manager Andrew Jones shared that the Main Street sales tax numbers were up 42% from 2020 and 26% up from 2019. He thanked MCDC for partnering with the Home for the Holidays weekend and shared that they had record sales for the weekend and attendance was great despite closing for bad weather on Saturday. He thanked Vice Chair McGill and Board Member Bradford for joining the menorah lighting and the 3e United gathering, stating that both events were well-received by the community. He agreed that the Parade of Lights was a great community event. Mr. Jones stated that the fun continues through this weekend with Santa on the Square and two shows at MPAC, including the Big Christmas Variety Show benefiting Hugs Café. Coming up in 2022, the Bridal Show and Love Life's Pop Art Exhibit are scheduled in January. Additionally, Texas Tenors will be back on stage at MPAC in February. Mr. Jones discussed the recent tragedy that impacted the downtown area of Mayfield, Kentucky which was destroyed by a tornado. It is a historic main street community similar to McKinney's Downtown. In response to the devastation, several Downtown merchants are working together on a *McKinney 'Heart' Mayfield* campaign. On December 29, many of the Downtown merchants will donate a percentage of sales to support rebuilding efforts for Downtown Mayfield. He thanked Jennifer Klassen for the idea and Lone Star Wine Cellars for kicking off the campaign with a \$5,000 contribution. Chair Richardson-Woods shared her excitement for the *McKinney 'Heart' Mayfield* campaign and reflected that this is just

one example of the heart of our McKinney community. Board Member Bradford thanked the Main Street team for their partnership in bringing the 3e United event, *A Season of Joy, Celebrate Hope*, featuring music by Crystal Yates.

McKinney Parks and Recreation. Assistant Director of Parks and Recreation Ryan Mullins shared upcoming events including the East McKinney Projects Outreach and Open House at Old Settlers Rec Center on January 20, Frisco Running Company's Half Marathon and 5K at Towne Lake Park on January 22 and the Ninja Mountain Bike Performance Skills Clinic at Erwin Park on January 29. Activity Guides and Apex Guides are now available online and via print. Mr. Mullins congratulated Apex Centre team members who were recognized by Council for life-saving efforts performed for a man just outside the Apex Centre. He shared that the Ninja Cross System at Apex is installed. Over 160 have tried the course, and none have made it across the more challenging course. The system allows changing the course, so they may make some minor adjustments. The Aquatics Department was recently named the North Texas Aquatics Association's Agency of the Year. Mr. Mullins announced the retirement of Rick Lung after 35 years with the City of McKinney.

21-1121 Chair Richardson-Woods called for the President's Report. President Cindy Schneible called attention to the reports attached to the agenda. The North Texas Health Foundation's report indicates the significant impact they are making in our community. The health center served over 4,500 unique patients and provided more than 18,000 clinical services, with 90% of their patients coming from a McKinney zip code. Additionally, the final report from Día de los Muertos showed outstanding results. Ms. Schneible complimented the strategic objectives and the organization of volunteers for this event. She encouraged Board members to read the

full report. Ms. Schneible reminded Board members of the grant awarded in 2019 to McKinney Housing and Community Development for property maintenance for low-income homeowners that need assistance bringing their homes up to code. The final report is attached, and Ms. Schneible encouraged Board members to review the before and after photos in that report that demonstrate the impact of the program. She reminded the Board of the December 31 Project Grant deadline for Cycle 1. Habitat of Collin County is dedicating a home for the Desta family this evening, and Ms. Schneible thanked Chair Richardson-Woods and Board Member Bradford for agreeing to represent the Board at that event. She wished everyone happy holidays and a happy, healthy and prosperous 2022.

21-1122 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by 25 Revolutions, LLC (PC #22-01) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of a Feature-Length Documentary Set in McKinney, Texas. Joshua Jones shared a video about the Texas Music Revolution (TMR) and the documentary/feature film being produced. TMR is one of the few music festivals that has been around for 25 years, and the 25th festival was hosted in McKinney last June. The documentary will be pitched to several film festivals including Sundance, Cannes, SXSW and Telluride and will ultimately live on as a streaming platform on Amazon, Netflix and Hulu. This evergreen, downloadable project will promote the City of McKinney to develop and expand tourism. The grant request is for a trailer for film festival submission and for social media marketing. Chair Richardson-Woods called for questions. Board Member Brewer asked if they had received funding from other McKinney entities, and Mr. Jones shared that they applied with Visit McKinney and MEDC but have not received funds. He added that while the TMR will be a huge event for McKinney again in 2022, the feature-length

documentary showcases McKinney in a way that McKinney is almost a character in the movie. Ms. Brewer thanked Mr. Jones for breaking down the marketing budget detail. There were no additional questions.

21-1123 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County (PC 22-02) in the Amount of \$13,685 for the Advertising, Marketing and Promotion of 2022 Events including but not limited to Farmers Market, Educational Programming, Murder Mystery and Farm Fresh Market Dinner. Director Jaymie Pedigo requested \$13,685 for spring events which represents 90% of their advertising budget; however, after actual advertising expenses, this total will likely represent only 75% of the actual expenses. She shared that this grant request is for multiple events including Farmers Market which runs twice a month during winter months, and weekly beginning in April; and Prairie Creek camps which run 10 weeks during the summer. The advertising campaign will include digital advertising as well as print. They have begun using QR codes to help track advertising success. Additionally, they are committed to broadening their reach north and west and beyond McKinney to attract more non-residents. Ms. Pedigo shared that they sold tickets from 102 ZIP codes for the Holiday Tour of Homes event. She presented social media metrics for the Farmer Market and Chestnut Square pages. Ms. Pedigo stated that the Farm Fresh dinner was a huge success this year. She shared that the first ever Bar Wars was also very successful, and they are planning to expand this event to 2-3 times a year with different themes with the hope of bringing a younger audience to Chestnut Square. They will be working with the McKinney Repertory Theatre to set a date for the 2022 Murder Mystery dinner. Board Member Kelly was among the home hosts for the Tour of Homes and complimented Ms. Pedigo on the organization and professionalism

for the event, which brought nearly 1,800 people to the homes on the tour. Ms. Pedigo added that the 50th Tour of Homes is only two years away, so they are planning for an even bigger celebration for that milestone. Chair Richardson-Woods gave accolades for the success of the Bar Wars event.

21-1124 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC 22-03) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2022 Sip and Stroll Series. Andrew Stephan shared that the Sip & Stroll series brings locals and visitors to Downtown McKinney and inside the shops, increasing traffic and sales for the merchants. Each stroll is capped at 1,500 participants, which helps keep the lines short and the merchants not too overwhelmed. The strolls feature local musicians, costume contests, photo booths and swag. Mr. Stephan added that merchants appreciate the foot traffic generated from the strolls and are always quick to register to participate. In 2021, the series donated a total of \$8,700 to its non-profit partners including Hugs Café, Alliance of Elite Youth Leadership (AEYL) and Main Street. In 2022, each walk will donate \$1,500 to Main Street plus 20% of net proceeds to Hugs Café and AEYL. Success for the event will be measured by attendance and feedback from the Downtown merchants. Planned strolls for 2022 are: St. Patrick's Beer Walk on March 13, Craft Beer Walk on June 18, Margarita Stroll on July 9 and Halloween Walk on October 29. Mr. Stephan shared that they also offer sponsorships for each event to help offset expenses and increase the dollar donation to their nonprofit partners. The marketing plan includes organic and paid social media, digital advertising, PR, influencers, flyers and local print ads. Board member Brewer asked what percentage of marketing expense this request will cover, and Mr. Stephan replied that it covers

close to 100%. Treasurer Barnes-Tilley asked if they have considered expanding the number of participating merchants for each stroll. Mr. Stephan shared that they add bonus stops to each event that may offer a sample other than the alcohol. He added that generally they find a way for every merchant who wants to participate to do so, adding that too many stops sometimes prevents the outer edge merchants from pulling participants.

21-1125 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by Ovation Academy of Performing Arts (PC 22-04) in the Amount of \$12,000 for the Advertising, Marketing and Promotion of 2022 Spring/Summer Productions. Angi Burns, Executive Director presented a request for \$12,000 for advertising of 11 different productions that will take place between February and July of 2022. She shared testimonies regarding the high-quality productions put on by Ovation, with performers from age 3 to adult. Ms. Burns showed examples of the webpage that promotes the City of McKinney in addition to their productions. She shared several examples of past promotions and indicated that their plan includes print ads, billboards, radio, television and social media. Unfortunately, the video provided for the meeting was not able to load so board members were unable to view it during the meeting. Ms. Burns stated that the video included footage from several productions as well as testimonies from some of the youth who participated. Ms. Burns added that the Academy conducts classes, camps and productions throughout the year. Board Member Brewer asked if the Academy is structured with a Board, and Ms. Burns said they currently have seven Board members and will onboard two additional members at their next meeting. Ms. Brewer also asked if they had updated financials to provide, and Ms. Burns stated that their accountant is working on updates and

will get those to the Board as soon as they are available. Secretary Kelly asked where the Academy is currently located, and Ms. Burns shared their address as 404 Powerhouse Street in McKinney. She added that they moved last year, and the new site is 8,800 square feet with a black box, dance studio and classrooms onsite. Mr. Kelly asked how many students they currently have. Ms. Burns explained that they have 26 full-time students, 12-14 homeschool students, 15 adults in the Avenue Q production, plus 20-50 students in each production. Vice Chair McGill asked if they have secured any additional funding, and Ms. Burns shared that they have applied for grants from the Arts Commission and Visit McKinney for Shakespeare in the Park, which is not part of this request. She added that most of their funding is from tuition, but about 97% of their students are on some sort of scholarship this year. Additionally, they receive corporate sponsorships. Board Member Brewer sought clarification on the percentage of marketing funds that would be covered by this grant. Ms. Burns explained that this request is for marketing of productions only represents about 50% of the Academy's total marketing, which includes collaborative marketing for productions and the school itself. Secretary Kelly asked if there was a period of transition with their Board. Ms. Burns explained that they have always had a legal Board of at least three members, but there was a brief transition period from February to May. She explained that they recently started a Community Development Committee for the Academy, and Board members now serve at least three months on that committee prior to being placed on the Board. Chair Richardson-Woods asked how they market their Board member opportunities. Ms. Burns shared that she promotes opportunities through McKinney Chamber's Links group, Frisco Chamber, Leadership McKinney and other networking events. Chair Richardson-Woods asked about the number of scholarships

provided, and Ms. Burns shared that they only have four students paying full tuition at this time.

21-1126 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC 22-05) in the Amount of \$3,000 for the Advertising, Marketing and Promotion of the 2022 McKinney Kiwanis Triathlon. Lori Bhagdava introduced herself and shared that the Kiwanis Club is an all-volunteer service club with about 73 members ranging in age from 30 to 94 years. Their mission is to serve the children and elderly of McKinney and Collin County. She stated that the triathlon is their biggest fundraiser each year and affords them the ability to support various organizations including Boys & Girls Club, Salvation Army, Community Garden Kitchen and Meals on Wheels, as well as five Key Clubs. The 15th annual triathlon will be held on April 24, 2022 at the Apex Centre. This venue allows for easy access for athletes and room for growth. Additionally, they appreciate the collaboration with McKinney Parks and Recreation Department as well as McKinney Police. In addition to grant funding from MCDC, the triathlon appreciates sponsorships from local businesses including Encore Wire and Independent Financial. The goal for marketing is to brand the event in a way that promotes McKinney as a great location to swim, bike and run. The requested \$3,000 is 100% of the marketing budget for this event. This year, they will collect data upon registration regarding where athletes are from and whether or not they are staying in McKinney hotels. They will also ask registrants to share ideas on how the event can be improved in the future. Board Member Brewer inquired as to why they are spending \$1,500 in Oklahoma's Sports Magazine, and Ms. Bhagdava shared that this magazine has shown that it draws people into Texas for events. She added that PlayTri recommended this publication,

and the advertising will include one print ad plus a strong online presence. There were no more questions.

21-1127 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by Millhouse Foundation (PC 22-06) in the Amount of \$13,505 for the Advertising, Marketing and Promotion of the 2022 Millhouse Arts Festivals, a series of two-day events held at McKinney Cotton Mill. Beth Beck, CEO and Executive Director, explained that MillHouse Foundation partners with MillHouse McKinney to support female artists. She shared that they enhance the community through murals and other public art, and they host art exhibits at the McKinney Cotton Mill. Their goal through their art exhibits is to create quality experiences for the artists and patrons. She explained that word of the events spreads quickly when artists have good sales at events then share that with other artists. Additionally, patrons will continue to come back when they are able to find quality art. For 2022, their goal is to host five events to create more opportunities for artists to stay in McKinney. Events will include Winter Indoor ArtFest in February, Spring Outdoor ArtFest in May, Wine & Walls MuralFest in June, Summer Indoor ArtFest in August and MillHouse Fall Outdoor ArtFest in October. MuralFest is a new concept that will award one artist the opportunity to paint a permanent mural on the smokestack wall at the Cotton Mill, and there will be an opportunity for ten artists to paint temporary murals that will change each year. Additionally, MuralFest will feature about 40 mobile murals that will be auctioned. Ms. Beck shared that their goal is to keep artists in McKinney and bring patrons here. Ms. Beck announced that they did receive funding from Visit McKinney, so they are reducing their MCDC request to \$5,005. Secretary Kelly asked if the artists submit sales tax to the City, and Ms. Beck explained that artists do have to have a sales tax ID in order to be

part of their events, but they do not monitor sales tax submissions. Board Member Brewer thanked Ms. Beck for sharing that they have received funding from another entity and for voluntarily reducing their grant request. She added that we have more requests than funds available and encouraged all grant applicants to reduce their request if their circumstances change. Secretary Kelly shared his appreciation for all applicants who completed well-thought-out proposals on how their grant requests would be spent.

21-1128 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal Church (PC 22-07) in the Amount of \$9,500 for the Advertising, Marketing and Promotion of the 2021 Empty Bowls Event. Tammy Snively shared that Empty Bowls is an annual McKinney event where attendees sample soups and sweets and take home a handcrafted bowl, all with the goal of fighting hunger in our community. This will be the 11th annual event. They are requesting \$9,500 for promoting the event, which is 95% of their promotional budget. Promotion includes print, billboards, yard signs, banners, posters, cards and social media including videos. Their budget reflects lessons learned in the past regarding the impact of videos and yard signs. Ms. Snively shared samples of past ads and social media posts. She showed attendance data from last year which indicates 27% of attendees in 2021 were from outside of McKinney. Their attendance goal for 2022 is 1,000. Due to the pandemic, food vendors were outside last year. This change was well-received and will continue in 2022. The primary beneficiary is Community Lifeline Center, who received \$42,000 in 2021. Their secondary beneficiary, Community Garden Kitchen, received \$10,500. The 2022 event will be on May 12 and will again benefit Community Lifeline and Community Garden Kitchen. Chair Richardson-Woods

sought clarification on attendance goals, and Ms. Snively said they are hoping for 1,000 attendees. Secretary Kelly asked if they were limiting ticket sales, and Ms. Snively stated they are limiting sales to 1,000. Board Member Riche asked about a weather contingency plan, and Ms. Snively replied that it is a rain or shine event, sharing a quote from Jamie St. Clair that “hunger doesn’t stop with the weather and neither do we.” Treasurer Barnes-Tilley shared her appreciation for moving the event mostly outdoors. Vice Chair McGill thanked Ms. Snively for securing sponsorships each year. Chair Richardson-Woods asked if they have applied for other grants, and Ms. Snively explained that MCDC is their sole grant, but they do have numerous sponsors. Chair Richardson-Woods expressed her appreciation for all the artists that help with the bowl making.

21-1129 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by DFW Series (PC 22-08) in the Amount of \$3,000 for the Advertising, Marketing and Promotion the 2022 DFW Series to include 17 off-road cycling events hosted at Erwin Park in McKinney. Shawn McAfee shared that they have been hosting the races at Erwin Park since 2013. Their goal is to provide inclusive, safe events for kids and adults. He added his appreciation for their partnership with Ryan Mullins and the Parks and Recreation Department. Through volunteer efforts of DORBA, Erwin Park is now one of the primary places in the Dallas area to cycle. Since 2013, he and his wife have organized events and promoted McKinney as a biking destination. In 2021, events hosted about 200 participants each week for Thursday evening races. DFW Series has donated equipment and hours to make improvements to the Erwin Park trails. Mr. McAfee shared that a major goal is to increase participation in the youth racing program. Race events offer free entry for each child under age 13

which is covered by adult race revenue and helps as they partner with middle school teams to get youth involved at a younger age. In 2022, they will host 17 events at Erwin Park including the Ray Porter Memorial race with proceeds going to fight cancer. Mr. McAfee shared that 84% of their participants are from outside of McKinney. Treasurer Barnes-Tilley asked if most of the participants come in from the metroplex, and Mr. McAfee shared that most are from D/FW but some come from Oklahoma and south of the metroplex. Board Member Bradford asked about the beginnings of these events. Mr. McAfee responded that, at the beginning, he and his wife organized and promoted the events, and the series has grown over the years. Treasurer Barnes-Tilley asked if participants receive a swag bag or information about McKinney and places to eat, and Mr. McAfee said they are looking into adding something like that this year. Secretary Kelly asked about Erwin Park's reputation in the biking world. Mr. McAfee stated that Erwin Park is a popular site for cyclists and shared that they've recently built a new jump line and hub that is very impressive, and there is nothing else in the D/FW area that compares. Additionally, the park boasts a well-maintained, nine-mile cross country loop that has become a premier location. Assistant Director of Parks and Recreation Ryan Mullins added that a recent traffic study indicated that Erwin Park averages 800 cars per day. Erwin Park is widely popular and offers hiking, mountain biking, camping and open space to explore. He shared that while these families come to the park on Thursdays for the events, they also come out throughout the week to practice and enjoy the trails. Additionally, people from Bentonville, Arkansas are coming to Texas to check out Erwin Park, a true hidden gem. Mr. Mullins shared that the Parks Department is investing in Erwin Park by adding new bath houses and restroom facilities. Board Member Brewer commented that the recent parks tour stopped at Erwin, and attendees were able to see the new cycling hub

for the skills course. She added that the park was crowded that day. Mr. Mullins added that the skills park is amazing with a hub that leads riders down advanced, intermediate and beginning starts and includes bailouts if needed for the riders. He added that DORBA volunteers are doing all the labor and providing some of the materials. He shared that DFW Series also provided some equipment being used for the work, and the Parks Department provided a few things as well. Mr. Mullins credited DORBA for maintaining the trails. Chair Richardson-Woods shared appreciation for all the volunteer efforts. Vice Chair McGill noted that insurance is a large part of their budget and asked if they are investigating ways to underwrite some of those expenses. Mr. McAfee shared that all expenses have historically been paid for through the revenue generated by adult race participants. Board Member Brewer asked about specific marketing plans, and Mr. McAfee stated that the budget will be used for signage at events and direct mail to a list of 500 past participants.

21-1130 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by ManeGait Therapeutic Horsemanship (PC #22-09) in the Amount of \$10,000 for the Advertising, Marketing and Promotion of the 2022 ManeGait Country Fair. Danna Hamann, joined by Megan Hamlin, shared that they are requesting \$10,000 for the promotion of the 2022 Country Fair to be held on April 23. The goals of the event are to open the facility to residents of McKinney and the surrounding area, to raise funds for ManeGait programs that improve quality of life for those with disabilities, and to raise awareness of ManeGait as a community center. This will be the fifth year for the event, and attendance has typically been between 1,500 and 1,900 with 68% coming from outside of McKinney. Net proceeds have typically been between \$60,000 and \$65,000, 100%

of which go back into ManeGait programming. For 2022, they have set a huge goal to raise those numbers by 50%, bringing attendance to 2,200 and net proceeds to \$95,000. To achieve these goals, they plan to attract more and higher-level sponsors by re-branding the event and focusing on entertainment; increase adult attendance by offering different entertainment and activities; strengthen existing partnerships; and explore additional revenue options like higher end raffle items and VIP package offerings. The new branding will be “ManeGait LIVE: Entertainment and Family Fun” and will add events for young adults like cornhole, live music, VIP packages and pub-style games. Their marketing plan will include billboards, online promotions, print ads, signage and flags, and radio. Treasurer Barnes-Tilley asked for clarification for the 2022 attendance goal, and Ms. Hamann stated that the goal for 2022 is 2,200-2,500. Secretary Kelly asked about the amount of funds raised, and Ms. Hamann shared that last year’s event brought in \$65,000 but the 2022 goal is \$95,000. Secretary Kelly also asked about percentage of this request to the total marketing budget, and Ms. Hamann replied that this request is about 90% of the budget.

21-1131 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by McKinney Chamber of Commerce (PC #22-10) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2022 McKinney Made Initiative. Chamber Vice President, Kathy Blank shared that with COVID, we have all learned to leverage technology, innovation and partnerships to achieve our goals. Out of these efforts, the McKinney Restaurant Council was formed, a concept that originated with Joy Booth. The McKinney Restaurant Council initiated McKinney Made, a digital promotional product that highlights McKinney restaurants, musicians, entertainment, and hospitality. Partners in this initiative

include Cereal Head Media who produces the campaign, the Chamber, McKinney Restaurant Council, Texas Restaurant Association and local businesses and restaurants. Ms. Blank thanked Mayor Fuller for his support of the project. The inaugural livestream virtual festival aired on December 9. They are requesting \$15,000 to create and execute the 2022 McKinney campaign. She introduced Chad Huggins from Cereal Head Media who shared their original idea was to create a virtual event for TUPPS, but Keith Lewis encouraged them to explore something that benefits the whole community. He encouraged everyone who hasn't seen the event to watch it. It was originally shown and can still be viewed on over 30 Facebook pages. The cross-posting technology used for the virtual event allows many Facebook pages to simultaneously broadcast the event. By showcasing businesses and restaurants, it is essentially a promotional event that doesn't feel promotional. The content needs to remain compelling, and Mr. Huggins stated that the events from grant applicants today would be great hidden gems to highlight in the series. The restaurants and businesses keep the video files free of charge, including master files of mini-docs and 2-3 repurposed short clips to use on social media. Board Member Brewer asked for clarification on how the MCDC grant funds will be used. Ms. Blank explained they are creating a year-long campaign built from the inaugural December event. There will be an annual one-hour festival. There were some watch parties this year, including a big gathering at TUPPS, but the plan is to expand on those opportunities in the future. The MCDC grant will be used for three quarterly episodes and mini segments each month. Ms. Blank emphasized that the entire one-hour event is promotional for McKinney with the goal of bringing people to the City. Vice Chair McGill asked how results will be tracked. Mr. Huggins explained that the data from the cross-posting tool indicates that 90% of viewership was from the individual business pages as opposed to Cereal Head's page;

however, tracking dollars spent that can be linked to the campaign is not currently in the scope of the project. He added that one goal is to help businesses who are cross posting know how to leverage the content through activities and through watch parties. Ms. Blank shared that as the event grows, there is opportunity for national sponsorships as well as local. She emphasized that McKinney Made is an evergreen production, and city entities are encouraged to have it on their websites. Board Member Riche asked about future videos, and Ms. Blank said that there will be quarterly segments that are about 15 minutes and monthly segments that are about 5 minutes. Mr. Huggins clarified that the quarterly and monthly segments will promote the annual festival but are also stand-alone mini events. Secretary Kelly sought clarification on the annual commitment and process and especially on the planned use of MCDC grant funding. Ms. Blank explained that MCDC funds will be used to help pay for production of upcoming quarterly and monthly videos. Mr. Huggins likened the project to influencer marketing where you buy the creative and the placement. Taylor explained that it is important to not place too much emphasis on the production or the livestream event, because it's really an ongoing lifestyle campaign. Board Member Bradford asked about the product name, McKinney Made. Ms. Blank stated that the name reflects all things made in McKinney that is basically a "buy local" campaign that doesn't feel promotional. Board Member Riche asked about other funding resources they are seeking and what happens if they fall short of funding needs. Ms. Blank shared that they are talking with large local businesses as well as large brands like Dr. Pepper, AT&T and iHeart Radio. She added that plans for the December event began in October, and they are confident of its success going forward.

21-1132 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC 22-11) in the Amount of \$10,000 for the Advertising, Marketing and Promotion of the 2022 McKinney *Then and Now* Exhibit and Events. Kristin Spalding, Executive Director, shared that 2022 will be the final year for the Then and Now Exhibit. She shared that though they were closed for much of the pandemic but did have a CARES grant to create an outdoor exhibit that was popular, and they are looking forward to getting back to regular events this year. She stated that the Shelby exhibit has been postponed until March 2022 which could bring thousands to Downtown McKinney and the museum. Their most successful promotional efforts come from *Celebration Magazine* and *The Daytripper*. Ms. Spalding shared that the mission of the museum is to provide free history exhibits to everyone, especially to educate children who will grow up to appreciate McKinney and its history. She added that the results of the museum's efforts are greater than what is immediately quantifiable. One goal of the museum is to bring greater diversity of culture to the exhibits. Ms. Spalding shared that they have submitted a grant to provide archiving of McKinney photos. She added that seniors who work in the museum are coordinated through the Department of Labor. MCDC is the only city entity they apply to for support. Board Member Brewer verified that this request is about 59% of the total marketing budget with other promotional efforts being funded through in-kind donations.

21-1133 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by Holy Family School (PC #22-12) in the Amount of \$7,000 for the Advertising, Marketing and Promotion of the Black History Month Educational Programming to Include a Pop-up Museum at Doty Elementary School

and Shuttle Tours through Finch Park, Ross Cemetery and Doty High School. Rachel Pittman with Holy Family School was joined by Beth Bentley of Legacy Keepers of Old East McKinney. Ms. Pittman shared that Holy Family School is celebrating its 70th anniversary this year. The school was founded in 1951 by Father Vega and his wife Dr. Maria Vega, and the school still has strong relationships with the Hispanic community in East McKinney. The school is currently housed at the Doty Building, which was the school for Collin County's black children during segregation, and they enjoy a positive relationship with the Doty alumni group. The school strives to not turn any student down because of an inability to pay, and approximately 60% of the students are on some type of scholarship even while their tuition remains the lowest in McKinney. The school's diversity is its greatest strength, so they are excited to partner with Legacy Keepers to host a pop-up museum that will acknowledge the history of the building and celebrate the contributions made by many Hispanic and Black McKinney citizens. Ms. Bentley shared that the event would highlight and promote past and current day activities of the school. They hope the names that are so well-known in East McKinney will begin to resonate throughout the city: names like Evans, Malvern, Johnson, McGowan, Doty and Vega. The pop-up museum will take place February 19-20 during Black History Month and will feature photos, relics, documents, videos and storytelling and will include many of Doty's alumni. Ms. Bentley shared that the event would partner with Black History Month Chamber Foundation Committee, McKinney Parks and Recreation, McKinney Public Library, Collin County History Museum and community supporters. Once the exhibit leaves Doty, the museum will travel to Collin County History Museum and then in other locations as a traveling museum. Chair Richardson-Woods and Board Member Brewer concurred that Holy Family School has a rich legacy and strong commitment to their students. Board Member Brewer

expressed concern that this grant funding will not be available until late January. Ms. Bentley shared that promotion dollars will be used throughout the year through the traveling museum. Ms. Brewer shared her confidence that Legacy Keepers can do great things in a short timeframe, noting the success of Día de los Muertos. Board Member Riche and Vice Chair McGill verified with Ms. Bentley that the pop-up banners will be evergreen or easily edited. Ms. Bentley added that there is a potential opportunity that may allow the pop-ups to travel beyond McKinney, providing promotional opportunities outside of the city. Secretary Kelly asked how the gross revenue of \$12,100 will be generated, and Ms. Bentley replied that revenue is from sponsorships and the event(s) will be free with opportunities for individual donations at each event.

21-1134 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC #22-13) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of the 2022 Arts in Bloom and the 2022 Juneteenth events. Jakia Brunell shared that Arts in Bloom will showcase local artists as well as artists from all over the United States, featuring several mediums of fine art. Additionally, the participation of prestigious Texas wineries helps draw visitors to the festival, but also lays the foundation for return visits to shop and dine with the local merchants. Ms. Brunell shared that the anticipated attendance for the three-day Arts in Bloom is over 45,000. The festival will host over 100 artists in an open-air market, 14 Texas wineries, art stations for kids, and music and street performers including major headliners for Friday and Saturday evenings. While growing as an art center is one goal, additional goals include promoting the Downtown area and increasing foot traffic and sales for our small businesses. Success will be measured by

attendance and by sales data from vendors and businesses. Ms. Brunell stated that the second part of this grant request is for funding to promote the 2022 Juneteenth event. The inaugural event in 2021 was a huge success that hosted 3,000 visitors at Finch Park and featured music, food, shopping and activities. The free event boasted seven food trucks, over 50 small businesses owned by persons of color, and entertainment including McKinney local Zae Romeo from *The Voice*. The 2022 Juneteenth celebration will be on Saturday, June 18, and they anticipate an even larger crowd in 2022. The event's goal is to honor, celebrate and learn about this momentous holiday. The 2022 Juneteenth will welcome the return of food trucks, morning fitness activities, day-long entertainment, local vendors and kids' activities. Success will be measured by sales data, survey results and attendance. Ms. Brunell shared that the marketing efforts for Arts in Bloom and Juneteenth will include print ads, billboard, radio and social media with combined followership of 65,000. Ms. Brunell expressed that the Main Street team is privileged to host these events which help strengthen the community and contribute to the "Spend it here. Keep it here." mission. Vice Chair McGill commented about how well-received Arts in Bloom was last year by both vendors and attendees. Chair Richardson-Woods expressed her appreciation for the partnerships across the community that come together for these events especially the Juneteenth celebration.

Chair Richardson-Woods called for public comments regarding matters not on the agenda, and there were none.

Chair Richardson-Woods called for Board comments. Board Member Brewer shared that today is National Chocolate-Covered Anything Day. Secretary Kelly shared that the alcohol sales petition is available if anyone would like to sign. Board Member Riche wished everyone a great holiday season. Board Member Bradford invited everyone to a health and wellness event on Friday in partnership with the McKinney Housing Authority and welcomed all volunteers. The women's health event will be held on a

quarterly basis and will feature presenters from the Family Health Center on Virginia. The focus on this week's event is on challenges with depression and anxiety that are often heightened during the holidays. Other highlights of the event include fashion tips and tips from Amanda Beller on setting a holiday table. Treasurer Barnes-Tilley wished happy holidays to all and commented that Home for the Holidays and Parade of Lights are great ways to kick off the season. Vice Chair McGill shared her appreciation for all the presenters today and for the diversity of events that MCDC has the opportunity to support. Chair Richardson-Woods thanked Councilwoman Feltus for allowing her to ride in the parade with her and her children. She thanked all the presenters for their thorough presentations and for the patience in today's lengthy meeting. She shared that she is grateful to be part of the MCDC Board and wished health and joy for all this holiday season. President Schneible wished happy birthday to Chair Richardson-Woods.

Chair Richardson-Woods recessed the meeting into Executive Session at 10:34 a.m. in accordance with the Texas Government Code. Items to be discussed regarding economic development matters include Project 20-09 (TUPPS Brewery and Entertainment Destination), Project Handle, Project BlueSky and Project Green.

Chair Richardson-Woods reconvened the meeting of McKinney Community Development Corporation back into regular session at 10:48 a.m.

Chair Richardson-Woods called for a motion to adjourn. Board members unanimously approved a motion by Secretary Kelly, seconded by Board Member Brewer, to adjourn. Chair Richardson-Woods adjourned the meeting at 10:48 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the MCDC members on: _____

ANGELA RICHARDSON-WOODS
Chairman

DAVID KELLY
Secretary