

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JULY 26, 2012

The McKinney Community Development Corporation met in regular session in the Dowdy Board Room, 5900 S. Lake Forest Drive, McKinney, Texas, on July 26, 2012 at 8:00 a.m.

Board members present: Tracy Rath, George Fuller, Kevin Griffin, Dan Hall, and Michael Puhl.

Board members absent: Eric Davis and Jason Burress.

Staff members present were: Executive Director Cindy Schneible, and Administrative Assistant Connie Gibson.

Chair Tracy Rath called the meeting to order at 8:01 a.m.

- 12-557** Minutes of the McKinney Community Development Corporation Board Meeting of June 25, 2012. Board members unanimously approved the motion by Board member Dan Hall, seconded by Board member Kevin Griffin, to approve the minutes from the MCDC board meeting on June 25, 2012.
- 12-558** Check Requests Issued June 2012. There were no questions about the June check requests.
- 12-559** The Financial Report provided by Jason Cooley. Sales tax receipts for the month of June totaled \$646,007. This represented an increase of 6.3% from June 2011. The sales tax receipts overall are trending up 3.1% over 2011.
- 12-570** Discuss Update on the MCDC Financial Statement Regarding the Gateway Project. Rodney Rhoades reported that the City's auditor, Weaver and Tidwell, has been consulted. The opinion is that the Gateway and Flour Mill assets need to be recorded for MCDC. Beginning in August the Gateway and Flour Mill will be included as capital assets on the monthly financial report.
- 12-560** Consider/Discuss Promotional and Community Events Grant Request by Especially Needed in the amount of \$8,550 to promote the 3rd Annual

Fall Carnival – Heather Astuto addressed the board. The carnival will be held at The Ballfields at Craig Ranch. The 2011 event had over 300 families attend. Tracy Rath commented that the Especially Needed Fall Carnival is a good example of MCDC dollars in use for a nice, safe event that draws participants from throughout the north Texas region.

12-561 Consider/Discuss Promotional and Community Events Grant Request by Heard Natural Science Museum in the amount of \$3,000 to promote Dinosaurs Live and Holiday Trail of Lights. Sy Shahid reported that more than 20,000 people from outside of McKinney attended the Dinosaurs Live exhibit in 2011. Total attendance at the 2011 Trail of Lights was more than 4,000 people over two nights.

12-562 Consider/Discuss Promotional and Community Events Grant Request by Holy Family School in the amount of \$5,000 to promote the Believe! 2012 Run. Gigi Bonham led the presentation. The Believe! Run started in 2006 to fund scholarships for Holy Family students and families. The 2012 race will consist of a 5K and 10K race, and a one mile Fun Run/Walk. More than 1,000 participants are anticipated, from McKinney and other north Texas cities. The long term goal is to include additional charities as beneficiaries of the event.

12-563 Consider/Discuss Promotional and Community Event Grant Request by McKinney Chamber of Commerce in the amount of \$12,500 to market McKinneyOnline.com. Peggy Smolen, Raj Bhargava, and Keith Clifton addressed the board. The McKinneyOnline.com website was launched this past year to meet a key communication deficit in McKinney. The website features newsfeeds that are updated daily, a community calendar, feature stories and information to promote McKinney businesses and events .

12-564 Consider/Discuss Promotion and Community Grant Request by Rotary Club of McKinney in the amount of \$3,500 to promote the Christmas Parade. Chris Siebenhausen reported that the 2011 Christmas Parade

had over 60 groups participate, and 7,000 spectators. The 2012 parade will be held the first Saturday in December, after dark. All floats will be lit. The parade serves as a fundraiser for Rotary, with all net funds going back into the community.

12-565 Consider/Discuss Promotional and Community Events Grant Request by Strikes Against Cancer Organization in the amount of \$15,000 to promote the Strikes Against Cancer Ball Tournament. Eric Powers addressed the board. The mission of Strikes Against Cancer is "To be a nationally recognized charitable organization that is dedicated to raising funds for cancer research through youth sport affiliations." The 2011 tournament registered 174 teams, and in 2012 238 teams registered from Texas, Oklahoma, New Mexico and Louisiana. An ESPN partnership will be announced soon.

12-566 Consider/Discuss Promotional and Community Events Grant Request by The Crape Myrtle Trails of McKinney in the amount of \$8,000 to promote the 2012 Fun Run and More! Event. Melanie Hedrick reported that in addition to the run, the 2012 event will feature a post-run family festival with petting zoo, bounce house, music, food and drinks. The marketing of the event will expand beyond Collin County and include promotions to the school systems in Frisco and Allen, as well as McKinney. High schools, middle schools and elementary schools will be encouraged to compete for "school-level championships".

12-567 Consider/Discuss Promotional and Community Events Grant Request by Volunteer McKinney Center in the amount of \$9,400 for redevelopment of the Volunteer McKinney website, and promotion of "Make A Difference Day" projects, and the Volunteer Recognition Event. Cindy Schneible advised the board that the request amount would be reduced to \$6,200 for promotion of Make a Difference Day and the Volunteer Recognition Event. The website redevelopment portion would be resubmitted as a project application. Dana Riley addressed the board. The M.A.D.D.

event will be held October 27th. More than 3,200 people have expressed interest in participating. The Volunteer Recognition event will be held early March.

12-569 Board and Liaison Updates

Board Chair - Tracy Rath reported on the Emerson groundbreaking event held July 24th.

Chamber of Commerce - The Chamber of Commerce will host the Business and Education breakfast on August 15th at McKinney Boyd High School. The McKinney "Best of..." deadline is approaching. Category winners will be announced in *McKinney Magazine* and McKinney Online.com. The 2013 McKinney Leadership class has been selected and will be announced the week of July 30. The McKinney Chamber recently received recognition in three categories from the Texas Chamber: 1st place for the Chamber website redesign, 2nd place for the newsletter, and 3rd place for the annual foldout map.

Main Street & MPAC - Main Street has partnered with American Heart Association to promote "HeartChase" on August 18th. Teams will compete in heart racing games, puzzles and challenges for points to win. Preparations for Oktoberfest, September 28-29, are well underway.

Snug on the Square, a new coffee and sandwich shop has opened. *One Lazy Lizard Lounge* has begun moving in equipment and will be open very soon. The Lindsey Buckingham concert scheduled for August 23rd at MPAC is sold out. The new MPAC signage will be in place by mid September at two locations: the corner of Louisiana and Kentucky, and the corner of Tennessee and Virginia.

MCVB - McKinney Convention and Visitor's Bureau continues to promote McKinney as a travel destination. A travel writer will be featuring "Diggin' It" and possibly one other venue in an upcoming travel article.

The MCVB offices will move to the Boyd building on Louisiana in November. "The Crush" grape stomp will take place July 28 at Wales Manor.

MEDC - McKinney Economic Development Corporation approved three Business Retention and Expansion, and Emerging Technology projects during the July board meeting: Verus is redeveloping the Boyd building, Health Quest Alliance develops medical software, and operates medical clinics. Popular Ink develops flexible packaging for smaller start-up companies. MEDC board approved a resolution to enter into an agreement between MEDC, City of McKinney and Emerson Process Management. A groundbreaking for Emerson was held July 24th. Traxxas received an extension on their loan agreement.

Parks, Recreation and Open Spaces - Parks, Recreation and Open Space presented the Oak Hollow Golf Course Master Plan to Council at the Council Work Session on July 17th for input and discussion.

12-568 Executive Director's Report - Cindy Schneible announced the MCDC website redesign is complete. MCDC funded projects are featured, funding information is easier to access, and applicants can fill out and submit applications online through the website. Additionally news and upcoming events will be listed and updated regularly.

Michael Puhl made a motion to adjourn the meeting, seconded by George Fuller. The motion passed unanimously. The meeting was adjourned at 9:06 a.m.

TRACY RATH
Chairman