

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**DECEMBER 17, 2020**

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, December 17, 2020, at 8:00 a.m.

Board Members Present: Chairman Jackie Brewer, Vice Chairman Rick Glew, Secretary Mary Barnes-Tilley, Treasurer Angela Richardson-Woods, and Board members Kathryn McGill, David Kelly and John Mott.

Board Alternate Present: Deborah Bradford.

Council Members Present: Mayor George Fuller, Councilman Scott Elliott and Councilman Frederick Frazier.

Staff Present: MCDC President Cindy Schneible, City Manager Paul Grimes, Financial Compliance Manager Chance Miller, Director of Parks and Recreation Michael Kowski, Parks Maintenance Superintendent Marty Sillito, Visit McKinney Sales Manager Vanesa Rhodes, Main Street/MPAC Director Amy Rosenthal, MEDC President Peter Tokar, Assistant City Manager Kim Flom, and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chairman Brewer called the meeting to order at 8:00 a.m. after determining a quorum was present. Ms. Brewer announced that it was National Maple Syrup Day and Wright Brothers Day. She invited everyone to spend a moment reflecting on giving and the gifts of a smile, a listening ear or simply being present. Board member McGill provided an invocation, which was followed by everyone joining in the Pledge of Allegiance.

Chairman Brewer called for public comments on agenda items, and there were none.

### **20-1087**

Chairman Brewer called for a motion on the minutes of the McKinney Community Development Corporation Meeting of November 19, 2020. Board members unanimously approved a motion by Board member Mott, seconded by Treasurer Richardson-Woods, to approve the minutes.

**20-1088** Chairman Brewer called for the Financial Report. Financial Compliance Manager Chance Miller shared October and November financials. October revenues were at \$1.3 million with expenses of \$2.8 million including \$2.6 million for land purchase, resulting in a net decrease for October of \$1.5 million. He reported that October sales tax collections, which reflect August sales, increased 8.7% over 2019. In the same period, our sister cities reported as follows: Allen saw an increase of 5.5%, Frisco saw a decrease of 2.9%, while Plano saw a decrease of 1.4%. November revenues were at \$1.5 million with expenses of \$400,000, resulting in a net increase for November of about \$1 million. He reported that November sales tax collections, which reflect September sales, increased 12.1% over 2019. In the same period, our sister cities reported as follows: Allen remained constant, Frisco saw a 2.9% increase, while Plano saw a 6.4% increase. Sales tax for FY 20 was budgeted at \$14.7 million and collections were about \$16.1 million. Mr. Miller stated that about \$1.4 million will be rolling to MCDC's fund balance. Mr. Miller asked for questions, and there were none. Chairman Brewer called for questions on the Checks Issued report, and there were none.

**20-1089** Chairman Brewer called for Board and Liaison Updates.

Chair. Chairman Brewer highlighted a few recent Board community activities including touring the Cotton Groves model home, touring The Family Healthcare Center at Virginia Parkway and attending a Habitat for Humanity home dedication. Vice Chairman Glew shared that he is no longer serving on the Heritage Guild Board of Directors and is now serving on the Heard Natural Science Museum and Wildlife Sanctuary Board of Directors.

City of McKinney. Assistant City Manager Kim Flom reported that City Council has approved an ordinance that allows for Downtown businesses to use parklets, which essentially convert parking spaces into

an outdoor patio or plaza. Parklets have become common during COVID and will assist businesses in achieving social distancing. She added that the City is acquiring two modular parklets that Downtown businesses can rent. These should be installed by the end of the week. Ms. Flom added that City Council discussed a comprehensive wayfinding project. This is a big project that will include branding and directional signage. She announced that Council will have its annual goal setting and strategic planning workshop in February. Ms. Flom shared that the City collected 3,100 toys, including 650 from City staff, for the WFAA Santa's Helper drive-by. She wished the Board a happy and healthy holiday season. Ms. Flom asked for questions, and there were none.

Visit McKinney. Sales Manager Vanesa Rhodes announced that the Visit McKinney Board awarded the following grants at their last meeting: \$8,000 to SBG Hospitality for Sip & Stroll events, \$2,000 to Odysseus Orchestra and \$5,000 to CW Design for virtual home tours. Ms. Rhodes announced that Drum Corps International has canceled their McKinney event for the summer of 2021, but they are hoping to host them in McKinney in 2022. Recent Visit McKinney promotions included ads in *The Daytripper Newsletter*. The December issue of *Texas Highways* promoted McKinney as a *Daytripper* Top 5 Pick. Additionally, they will be working with two more social media influencers in early 2021. Ms. Rhodes announced that The Yard is still in the running for Best Patio in North Texas and she encouraged Board members to vote at [BestinDFW.com](http://BestinDFW.com). Ms. Rhodes wished the Board happy holidays. She asked for questions, and there were none.

McKinney Economic Development Corporation. President Peter Tokar directed the Board to their report attached to the agenda and added that they are still finalizing numbers for FY 20 and will report KPI metrics in January. He announced that MEDC has had a record investment year even through the pandemic. Mr. Tokar added his appreciation for the

continued partnership with MCDC on projects and wished the Board happy holidays. He asked for questions, and there were none.

McKinney Main Street/MPAC. Director Amy Rosenthal announced that this is the favorite time of year in Downtown McKinney and credited Andrew Jones for coordinating the events and decorations including the carousel and socially distanced visits with Santa. Ms. Rosenthal announced that they are kicking off Phase II of the Light Up Louisiana project with the contractor today. This work will go from Tennessee Street to Highway 5. She added that they will be sharing information about the Retail Development Infrastructure Grant with businesses, especially those who will be impacted by the next phase of construction. Ms. Rosenthal expressed appreciation for the Board's support and engagement. She wished the Board happy holidays and asked for questions. Secretary Barnes-Tilley shared that she was encouraged by the respectful crowds in Downtown as she shopped recently. Vice Chairman Glew complimented Main Street staff on the Downtown holiday festivities. He added that Chestnut Square appreciates Main Street's promotional partnerships on their events. Ms. Rosenthal added that Jakia Brunell has done an amazing job with social media. Treasurer Richardson-Woods thanked Ms. Rosenthal for their efforts in helping promote MCDC's Retail Infrastructure Grant program and complimented the team on the holiday events and attractions. Board member Kelly acknowledged Ms. Rosenthal's individual efforts for keeping Downtown alive and even thriving during the pandemic. Mayor Fuller expressed his appreciation for Ms. Rosenthal's dedication and contributions to the City.

McKinney Parks and Recreation. Director Michael Kowski added his compliments to the Main Street team. Mr. Kowski announced awards received from DFW Association of Parks and Recreation Directors. Of their six awards, McKinney won four of them including: Laura Cegelski was named Distinguished Professional; Rick Moreno was named

Volunteer of the Year; Party on the Patio at Towne Lake Rec Center received Best Special Event, and Mr. Kowski was awarded Mentor of the Year. The Alex Clark Memorial Disc Golf Course was named the number one ranked disc golf course in Texas and number two in the nation. He wished the Board happy holidays and asked for questions. Board member Kelly asked what factors distinguish disc golf courses. Mr. Kowski said there are two main factors: number of rounds played and playability (well kept, functional, not too challenging). Board member McGill complimented the Parks Department on their maintenance of our parks. Board members shared a round of applause for the Parks Department.

**20-1090** Chairman Brewer called for the President's Report. President Schneible directed the Board to the final reports from Collin County History Museum, Ovation Academy and SBG's Wine & Bier Walks, calling attention to how these groups successfully pivoted during the pandemic. She shared that the Chamber's annual Shop Walk and Wine in Downtown was a Shop Click and Wine event this year, and coupons from the event are still available on the Craig Ranch Fitness website. Ms. Schneible shared that the City and Chamber are conducting a joint survey of small businesses regarding the impact of the pandemic. The survey can be accessed by texting "McKinneyStrong" to 8337633338. Ms. Schneible shared that HUB 121 is making progress including securing contracts with Elwood Restaurant and Cedar Creek Brewery. Photos were passed out to Board members. Regarding the TUPPS project, they have received eight RFP submittals and are completing interviews this week. She reminded Board members that Cycle I Project Grant applications are due December 31. Ms. Schneible expressed her thanks and gratitude to the Board for their service to MCDC and the City. She wished the Board happy holidays and asked for questions. Vice

Chairman Glew expressed deep appreciation for Ms. Schneible's leadership.

Chairman Brewer reminded grant applicants that they will have three minutes for their presentations, and Vice Chairman Glew emphasized the importance of staying within that time limit so Board members have an opportunity to consider their proposal and ask questions.

**20-1091** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Main Street (PC #21-09) in the amount of \$7,500 for the advertising, marketing and promotion of the 2021 Arts in Bloom event. Main Street/MPAC Director Amy Rosenthal reminded the Board that McKinney Main Street is a private 501(c)(3) nonprofit organization that helps the Historic Downtown Cultural District. They have 120 businesses in the District, and COVID 19 has had a major impact on the Downtown area and its programs. Traffic during the pandemic essentially brought everything to an abrupt halt in the Downtown area, but Ms. Rosenthal believes that brighter days are ahead. This year, they hope to bring 35,000 visitors to Downtown for Arts and Bloom, which is a three-day festival in early April, strategically scheduled to align with other regional art shows. Arts in Bloom will showcase local, regional and national artists representing a variety of mediums. Booths will be spread throughout Downtown and include representation from MISD. Arts in Bloom is also a celebration of wine, highlighting the three wineries in Downtown. This year's event will feature smaller, individual booths where wineries will provide samples. Arts in Bloom is a family event with activities for all ages. The 2021 event may not have the big main stages, but there will be music throughout Downtown. Ms. Rosenthal shared the goals for Arts in Bloom which include promoting Downtown McKinney, highlighting the arts in the Cultural District, and increasing foot traffic and sales. She added that

large-scale events provide the ability to attract visitors from across North Texas and to market McKinney in creative ways. They are asking for \$7,500, which represents 75% of their total promotional budget for the event. Promotional plans include \$3,000 for print, \$3,000 for social media and \$3,000 for a billboard. Success will be measured by feedback from attendees, artists and merchants. Arts in Bloom brings important foot traffic and sales to downtown McKinney. Ms. Rosenthal thanked the Board for their consideration and asked for questions. Vice Chairman Glew asked if they could consider pushing the date back giving more people a chance to receive the COVID vaccine prior to the large event. Ms. Rosenthal shared that artists plan their art show schedules in advance and regional shows work together on event dates, and they are already receiving applications. She added that the event is an open air market, and they have plans to spread out the artists and wine tents and will feature street performers on different corners rather than a big concert, so the atmosphere will be safe. Board member Kelly asked if they are reducing the number of vendors, and Ms. Rosenthal shared that they are planning for about 85 booths compared to 120 in past years, and they are looking into relocating some of the artists into parking lots. Chairman Brewer shared her appreciation that the team has started with Plan B with the ability to go back to a pre-COVID type event.

**20-1092** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant Application submitted by Kiwanis Club of McKinney (PC 21-01) in the amount of \$2,500 for the advertising, marketing and promotion of the 2021 McKinney Kiwanis Triathlon. Dennis Williams thanked the Board for their flexibility with the rescheduling of their last triathlon. This year's triathlon date is April 25, 2021. Mr. Williams informed the Board that the Apex Centre served a great location for the event. He added that the Kiwanis Club is a group

of people with paid membership, whose goal is to make money to support other local nonprofits. They are asking for \$2,500 to promote the event to athletes/participants and guests. Historically, about 50% of the participants travel 30 or more miles for the event including participants from South Texas, Louisiana and even Hawaii. He added that they were recently able to respond to an emergency request from McKinney Housing Authority for holiday toys. The 2020 triathlon was staged a little differently in order to accommodate social distancing as best as possible. The earlier date for 2021 was chosen with consideration of other events and with the perspective that it's more of a practice event. He added that event participants are in all age groups. Mr. Williams asked for questions. Treasurer Richardson-Woods complimented Mr. Williams on the presentation and expressed her appreciation for the Kiwanis partnership with other organizations to give back, especially during the COVID environment. Mr. Williams added that he appreciates their partnership with Apex and McKinney Parks and Recreation.

**20-1093** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant Application submitted by SBG Hospitality (PC 21-02) in the amount of \$15,000 for the advertising, marketing and promotion of the 2021 Sip and Stroll Series. Andrew Stephan shared that the Sip & Stroll Series consists of five walks, two of which kick off with a 5K run taking place at TUPPS. The events bring residents and visitors to Downtown McKinney and inside the shops, where they can shop and enjoy beverages. The strolls are designed to increase sales and foot traffic for Downtown merchants and help promote Downtown McKinney on a consistent basis, keeping it top of mind with Collin County shoppers. The walks attract both McKinney residents and people from the surrounding areas. He added that each event is capped at 1,500 attendees and designed to accommodate social distancing. In 2020,



SBG hosted five walks in Downtown McKinney and successfully sold out each one. He added that if social distance measures lighten up mid-year, they can increase the numbers to 2,000 participants per event. In addition to bringing tourism to McKinney, their goals are to create fun experiences for residents, increase quality of life for residents and showcase McKinney as a unique and music-friendly destination. Each walk will feature local musicians performing around the square. Tickets are \$30 and attendees receive a signature event taster map and 15 to 20 delicious beverage tastings. Some of the walks will include a vendor market with other fun activities like culinary demos, lawn games and a photo booth. Attendees arrive based on their chosen window for social distancing. Themes for the strolls include St. Patrick's Day Beer Walk and Shamrock 5K Run, Craft Beer Walk, Margarita Stroll, Taste of Summer and Halloween Walk and Monster Dash 5K. Mr. Stephan reported that 2020 participating merchant feedback was positive. He stated that each walk will donate 20% of its net proceeds to McKinney Main Street and an additional \$1,500 per event to a local nonprofit, including Hugs Café, Warriors Keep, Embrace Texas and McKinney Little Free Pantry. Metrics will include number of tickets sold and feedback from merchants regarding participation and sales. Mr. Stephan emphasized that with five events in the series, they really need every bit of the requested \$15,000 to effectively promote each event and achieve the goal of selling out at 1,500 attendees per event. Marketing plans include a social media campaign with paid and organic posts, digital advertising, public relations, social media influencers, event fliers, local print ads and local radio. He thanked the Board for their consideration and asked for questions. Vice Chairman Glew asked about price, and Mr. Stephan reiterated that tickets are \$30 per event. Board member Kelly stated his appreciation for their increase in charitable giving, and Mr. Stephan stated that they were blessed to be able to donate just over

\$20,000 to McKinney nonprofits in 2020 even during the pandemic. Chairman Brewer and Board member Kelly inquired about the \$8,000 awarded from Visit McKinney, and Mr. Stephan replied that those funds will be used for promotions of the five walks. Board member Kelly verified that SBG has requested a total of \$23,000 from City entities for this series. Chairman Brewer asked if there were plans to increase projected attendance if COVID restrictions lighten up. Mr. Stephan explained that 2,000 is the maximum capacity that most merchants can accommodate, but they do hope to be able to have the larger events in Fall of 2021. He added that the margin on the strolls is much smaller than for larger events. Vice Chairman Glew asked about the gross margin, and Mr. Stephan replied that the gross profit margin is about 20% with \$30 tickets. Treasurer Richardson-Woods asked if attendance matched ticket sales. Mr. Stephan shared that typically about 5% to 10% of ticket holders do not attend. Secretary Barnes-Tilley asked about staggering attendees, and Mr. Stephan clarified that the 5K run would still be hosted at TUPPS, and the walk would be in Downtown with tickets sold in staggered timeslots. Secretary Barnes-Tilley asked if the series basically includes the walks that began 2020 with COVID and added the St. Patrick's and Monster Dash events to the series? Mr. Stephan replied yes and shared that SBG plans to incorporate the strolls into their annual plans along with their usual large events going forward after COVID. Secretary Barnes-Tilley suggested that they consider selling the wine as the last stop on the stroll. Board member Kelly inquired about how much SBG will contribute to the promotional budget for these even. Mr. Stephan indicated that the \$23,000 requested from City entities is close to 100% of their total promotional budget. Vice Chairman Glew shared that he visits with the merchants regularly, and they share their appreciation for these events and the traffic they bring to Downtown. Vice

Chairman Glew shared that he is also happy to see the increased contributions to nonprofits.

**20-1094** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by The Heritage Guild of Collin County (PC 21-03) in the amount of \$12,500 for the advertising, marketing and promotion of 2021 Events including Farmers Market, Educational Programming, Murder Mystery, Farm Fresh Market Dinner and Annual Killis Melton Ice Cream Crank-off. Chestnut Square Board Chairman Brian Medina shared that it has been a challenging year for Chestnut Square, and this request is to help promote core events that were successful even during COVID. He announced that they have a new social media partner that has improved their branding and communications, and they have partnered with Main Street on promoting events. They are requesting \$12,500 to help promote the Murder Mystery, children's camps, farm-to-table dinner, ice cream crank-off and farmers markets. The request represents 80% of their promotional budget for these events. Advertising and promotional plans include McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Creekside and Eldorado Living, billboards, social media, posters and other print materials for events. Mr. Medina shared that the Holiday Home Tour is typically their biggest event, and while tour attendance was down this year, the event was still successful. For the first time, they hosted a Christmas in the Village event for families which was a huge success. He added that farmers markets have continued to be successful and well-attended during COVID. They will partner with local restaurants and chefs again in 2021 to host the farm-to-table dinner and hope to be able to partner with Collin College Culinary program as well. They will host the 25<sup>th</sup> Anniversary "do-over" Killis Melton Ice Cream Crank-Off this year, which will highlight the largest crank ice cream maker collection in the world. Mr. Medina thanked the

Board for the opportunity to present and asked for questions. Treasurer Richardson-Woods shared that she plans to be more intentional in participating in these great events. Vice Chairman Glew suggested that they promote each of these events at farmers markets which is a large audience. Mr. Medina agreed saying that they do leverage that market audience via Facebook and plan to utilize a YouTube channel to spotlight the market vendors. He reminded the Board that the weddings took a big hit due to COVID, so they are continuing to look for unique marketing opportunities.

**20-1095** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by Collin County History Museum (PC 21-04) in the amount of \$12,500 for the advertising, marketing and promotion of the 2021 McKinney Then and Now Exhibit. Executive Director Kristin Spalding shared that the museum creates new exhibits every two to three years to bring people to McKinney. They are asking for \$12,500 which represents 78% of their total promotional budget. In 2019, the museum had 7,000 visitors from twelve different countries, five continents and thirty-six states. From January to March 2020, they had seen 900 visitors, but then they had to close due to COVID. They hope to reopen in February 2021. In January 2020, they had a capacity crowd for A Night On the Town highlighting the history of entertainment in McKinney which has always been an entertainment destination. In February, *The Daytripper* filmed at the museum. In March, they hosted a historical costuming workshop. Their focus since COVID hit has been to keep people interested in McKinney and its history, so visitors will want to return once it is safe. Their promotional strategy has included social media, a new outdoor exhibit space and *Celebration Magazine* articles. Their time has been spent working on the archives, planning tours, planning their next exhibit, creating and providing online tours and planning new events. One event they hope to hold in Spring

2021 will feature a collection of automobiles once owned by Carroll Shelby, who owned two businesses in McKinney. Per the Shelby Cobra Association, these exhibitions attract up to 100,000 attendees. Promotional plans for 2021 include *Celebration Magazine*, *McKinney Sketched*, McKinney historical calendar, cards, brochures and sandwich board inserts. Board member Kelly asked if the Then & Now Exhibit has changed. Ms. Spalding clarified that it has remained the same. She explained that they were only one year in to the two to three-year event when COVID hit, adding that the exhibit has been well received. She reminded the Board that their mission is to provide exhibits at no cost to their visitors. Vice Chairman Glew welcomed Ms. Spalding to the Downtown team.

**20-1096** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by Colorful Collaborations (PC #21-05) in the amount of \$2,000 for the advertising, marketing and promotion of the 2021 Legacy Keepers events. Beth Bentley stated that this presentation is the debut of this consortium and group of entities that are now working together. Legacy Keepers' purpose is to use the strength of our unique identities in a collective framework to document, honor and promote the historic legacies of McKinney's Black and Mexican communities, ensuring that all cultures are a natural part of the community's experiences. The goal is not to focus solely on Black and Mexican cultures, but to ensure that those cultures are incorporated in all that is done in the framework and fabric of this community, particularly because the footprint of Old East McKinney is changing. She shared that the Black and Mexican culture of McKinney is an under-promoted gem of this community. Generally, events in history of the City's mainstream communities have been promoted from a perspective that does not include Black and Mexican culture. This effort will serve to enhance and promote a more

comprehensive, yet unique, history of McKinney's diverse past and present. Ms. Bentley shared that Legacy Keepers is not an official entity yet, so Colorful Collaborations is collaborating with and representing Legacy Keepers of McKinney. The group was formed to identify current resources such as Ross Cemetery, the Mexican Cemetery that Jason Hernandez has been working to improve, Holy Family School, historic churches within our community, story maps that Tonya Fallis is working on, and Collin County History Museum. She credited Ms. Spalding for gathering information on Veterans who are buried in Ross Cemetery. They are requesting \$2,000 to help promote their first event, which will be a tour of Ross Cemetery during Black History Month. They plan to start that tour for the community and use it as an opportunity to promote Black culture. They are hoping to have the Mexican Cemetery in a condition for tours as well. Walking tours will begin in February, including the veterans and Buffalo soldier highlights and lots of good storytelling. Promotional funds will be used for trifold flyers, print design and banners. Ms. Bentley asked for questions. Treasurer Richardson-Woods commended their team on an amazing initiative involving collaborative effort across several groups. She asked for clarification on the group, and Ms. Bentley shared that the collaborative partnership is called Legacy Keepers and has voted on the name and their purpose and will continue formalizing the organization. Chairman Brewer questioned the purpose of the trifolds, and Ms. Bentley stated that they would be used for promoting the event throughout McKinney and added that they are hoping to start the social media campaign in January. Chairman Brewer asked about public access to Ross Cemetery, and Ms. Bentley stated that it is a gated cemetery and there is a requirement for access in order to protect the grounds. She added that this would be an opportunity to open it up and make people aware of its existence. They hope to open Doty High School's former site to educate about the history and legacy

of Holy Family School. Vice Chairman Glew asked if they plan to work with MISD and youth organizations like Boys and Girls Club and AEYL. Ms. Bentley shared that they do plan to incorporate the youth in gathering the history and talk with the Mayor about a student internship program for the summer. The idea is for students to help gather information while learning the history. Vice Chairman Glew shared that one of MCDC's suggested initiatives is to look for ways to support cross-cultural conversations among youth in McKinney. He encouraged Ms. Bentley to continue to come before MCDC. Board member McGill shared her appreciation for this collaborative project. Secretary Barnes-Tilley suggested that they consider partnering with Collin College student organizations and honors programs. Ms. Bentley wished the Board happy holidays and thanked them for their consideration.

**20-1097** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant Application submitted by McKinney Garden Club (PC 21-06) in the amount of \$7,700 for the advertising, marketing and promotion of the 2021 Art Meets Floral event. President-elect Gayle Pond shared that they have been in collaboration with the Heard-Craig Center on past events and will be working with them this year on their Arts Meets Floral event. They are requesting \$7,700 for event promotion which represents 100% of their promotional budget. The event is scheduled for September 25 and 26 at Heard-Craig Center. The event showcases paintings that are recreated in florals. Ms. Pond shared that they are partnering with Hugs Greenhouse to beautify and maintain the gardens at Heard-Craig Center. Art Meets Floral is a competition, and the people's choice winning floral design receives free advertising through Heard-Craig for a year. Ms. Pond stated that this event is an opportunity to promote McKinney's *Unique by Nature* slogan, promote McKinney floral businesses and encourage public engagement through People's Choice voting. She shared that this original McKinney event

was copied in Frisco. Promotional goals are to make this event more prominent and to attract visitors to the Downtown area. Promotional plans for ticket sales include social media, posters and marketing cards. Ms. Pond asked for questions. Vice Chairman Glew asked if the poster painting was a Kim Guthrie, and Ms. Pond verified that it was. Mr. Glew asked if the event is the same weekend as Oktoberfest, and Ms. Pond said they checked the calendar prior to setting the date and she believes they avoided conflicts. Board member McGill asked about past attendance numbers, and Ms. Pond shared that the event has typically drawn about 200 people, but the plan is to enhance promotions and attract more attendees. Board member McGill asked if there was an interactive piece to the exhibit, and Ms. Pond stated that it is simply an exhibition with docents available for questions. Board member Kelly suggested that if the event is the same weekend as Oktoberfest, that could be an advantage for the event. He clarified with President Schneible that the next round of grants is in May, and suggested they consider applying at that time instead of now. President Schneible explained that Board action wouldn't take place for Cycle II until July, which would limit the amount of time to promote the event. Vice Chairman Glew stated that he shared Board member Kelly's thoughts that it could be advantageous for this event if it is the same weekend as Oktoberfest. Mr. Glew encouraged the Garden Club to promote their event through Main Street avenues and the Arts in Bloom event. He also suggested they consider partnering with Collin College.

**20-1098** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by Ovation Academy of Performing Arts (PC 21-07) in the amount of \$11,500 for the advertising, marketing and promotion of 2021 Spring/Summer Productions. Executive Director Angi Burns stated that their goal is to bring in not only student and adult participants for productions, but also



to bring in audiences from all over to enjoy the performances. They are requesting \$11,500 to promote a Shakespeare in the Park event plus seven summer season productions including four musicals and two stage plays. This request represents 100% of the marketing budget for these events. The Shakespeare event was originally planned for Spring 2020, but the production went virtual due to COVID. Plans are to make this an annual McKinney Shakespeare in the Park event in partnership with Shakespeare Dallas and Oklahoma Shakespearean Festival and potentially other organizations as well. The \$11,500 is 50% of the school's total marketing budget, with the remaining 50% budgeted to promote the school itself with the conservatory and home school programs. Ms. Burns added that as the school has grown, they have fine-tuned their marketing skills and plans and continue to sell out by getting the word out through billboards, print ads and promotions. They are on the cover this month's *McKinney and Prosper Lifestyle Magazine* which included an article about the school. She added that all their productions have been selling out, and they are seeing increasing involvement and participation in the program. The school has doubled in size this year even with COVID, and she credited some of the success to the support of MCDC. She added that their promotional efforts include heavy social media marketing, radio ads and banners. Ms. Burns shared a video about the school from students' perspectives. Ms. Burns asked for questions. Vice Chairman Glew asked about the location for the production. Ms. Burns clarified that some are indoors at MPAC and the outdoor productions will be onsite at their new location and at City parks. Ms. Burns explained that the location and setting depends on the nature of the production. She added that MPAC can still seat 125 during COVID. Vice Chairman Glew asked if they are planning any cross-promotion with MPAC. Ms. Burns stated that they do cross-promote with MPAC. She added that they cross-promote McKinney events and perform at events,

and their students perform as elves for Santa's Village, perform once a month at Farmers Market and provide entertainment for the Tour of Homes. Chairman Brewer asked if the new facility has a performance space. Ms. Burns shared that it has a small performing arts space that seats about 65 without COVID precautions, but only 30 with COVID precautions. They are currently utilizing that space right now for virtual productions only, until they can utilize the space safely. Chairman Brewer asked if 65 seating was enough for some non-COVID productions, and Ms. Burns verified that it was. Ms. Burns thanked the Board for their consideration.

**20-1099** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by St. Peter's Episcopal Church (PC 21-08) in the amount of \$7,500 for the advertising, marketing and promotion of the 2021 Empty Bowls Event. Event Director Jamie St. Clair shared that Empty Bowls is an annual event, where attendees sample soups and sweets from local restaurants, take home a bowls made by local artists and proceeds go to fight hunger. The 2021, event will celebrate their tenth anniversary. Empty Bowls is requesting \$7,500 which represents 88% of the event promotional budget. The promotional plan includes \$3,500 for online ads and boosts, which include social media and Google ads; \$2,000 for print ads; \$1,000 on yard signs; \$550 for banners and posters; and \$450 for a billboard rider. Past marketing efforts have included social media ads, print magazines with wide distribution, particularly *Community Impact*, and a billboard rider on Highway 75. She acknowledged some efforts that have not worked as well, including advertising and print magazines with limited readership and the digital billboard on Highway 75. She shared photos of past print ads and social media ads. Ms. St. Clair stated that, due to COVID, the 2021 event was transitioned to a virtual event with bowl pick-

up promised at a future date. Ms. St. Clair shared that the event is usually held downtown at the MPAC and in the middle of Kentucky Street. In 2019, they had 850 attendees and about 25% of them were nonresidents. Since the 2020 event was virtual, there were no onsite attendees, but 28% of the donations were from nonresidents, so the event does reach beyond McKinney. She shared some photos of the bowl pick-up event that was held at St. Peters in July for ticket purchasers. For 2021, they plan to hold the event in Downtown McKinney, with a plan to move the restaurants outside and the bowls inside to make it a safer event due to COVID. They will also limit ticket sales to allow for social distancing. They are projecting a total income of \$73,500 with \$31,000 in expenses, which will provide a net income of about \$42,000. She added that 100% of their net proceeds will be donated to their two event beneficiaries, Community Lifeline Center and Community Garden Kitchen. Ms. St. Clair invited the Board to attend the 10th Annual Empty Bowls McKinney on April 29, 2021 from 6:00 to 8:00 p.m. at the McKinney Performing Arts Center. Vice Chairman Glew asked about their net income in 2020. Ms. St. Clair stated that they made about \$82,000 in 2019 and about \$78,000 in 2020. She credited the 2020 success to amazing sponsors, as well as the fact that the ramp up to the event was in progress prior to COVID, and most of the bowls were already made or in progress. They did offer refunds for tickets purchased, but only four people asked for refunds. People continued to buy tickets to the event as a donation. She added that with event expenses so low, they were able to donate \$61,000 to Community Lifeline Center in 2020. While the virtual event was a huge success, Ms. St. Clair stated they would prefer to have the event in person. Vice Chairman Glew asked if they considered moving the date. Ms. St. Clair explained that they are in a cycle with the artists, but they are hoping that the late April date will lend itself to fewer required precautions. Board

members McGill and Kelly complimented Ms. St. Clair on her detailed and thorough presentation. Vice Chairman Glew commented that donating \$60,000 to a charity must be a record, and it speaks to the efficiency of the event. Chairman Brewer asked if the bowl-making will be impacted by COVID, and Ms. St. Clair shared that they are hoping for 600 bowls, which is less than previous years. She added that they will have fewer and smaller workshops this year. Ms. St. Clair thanked the Board for their support through the years and for their consideration of this grant request.

**20-1100** Chairman Brewer called for consideration/discussion on Promotional and Community Event Grant application submitted by Septrio for Virtual Town Tours (PC 21-10) in the amount of \$15,000 for the advertising, marketing and promotion of a Virtual Experience for McKinney visitors. Shane Nicoll shared that he has lived in McKinney for twenty years and raised his family here, adding that one thing he loves about McKinney is its rich history. He stated that Septrio focuses on helping communities and local businesses to market cooperatively and conduct more frictionless marketing. They develop software for virtual experiences from the community perspective, so that businesses in Downtown, Adriatica and the whole city can tell their business stories, and they connect these stories directly with the history of the community. He added that they received a grant from Visit McKinney to work on stories of hotels in McKinney. They plan to wrap that content around five events next year, each of which would pair with physical events. Through augmented reality, they would share the stories of local businesses and City entities in a way that supports generating store traffic during events like Arts in Bloom and Beer Walks. He shared that they had done a virtual experience for the 2020 Home for the Holidays. Treasurer Richardson-Woods asked how much they requested from Visit McKinney. Mr. Nicoll

stated that they requested \$15,000 and received \$5,000. Virtual Town Tours basically offers a virtual online and mobile platform that aims to increase hotel stays and enhance visitors' experiences of the City in a fun and interactive way. Users essentially take virtual tours of the area. QR codes would be placed throughout Downtown that link to stories of local businesses, city entities and community's history. A visitor could get coupon codes and interact with businesses through videos, an online store or interactive maps. Board member Kelly asked for clarification on what this grant would fund. Mr. Nicoll stated that it would be used to capture ten experiences for each event. An example could be the Wine Walk. Septrio would spotlight businesses by creating welcome videos from the Wine Walk participating businesses. Vice Chairman Glew asked how Septrio earns money, and Mr. Nicoll stated they generate revenue through advertising. They sell advertising within the experience and from printed maps. He clarified that nonprofits do not pay for the creation of their videos. President Schneible clarified that MCDC grants are limited to expenses that are advertising, marketing and promotions of an event or initiative. She added that videos have not been something the Board has funded. Vice Chairman Glew stated that they would basically supercharge event advertising to generate attendance. Board member McGill asked about the benefits to the not-for-profits being featured. Mr. Nicoll replied that there are essentially two benefits. First, people who are social distancing can virtually hear stories and visit the events. Second, the virtual tour is essentially a value add for the event sponsor. Additionally, each video captured can be used for future marketing. Vice Chairman Glew asked if Septrio brings a following to the table, and Mr. Nicoll said that they are building a following. Board member Kelly asked if there was a demonstration to see. Mr. Nicoll demonstrated the virtual *Home for the Holidays* platform, showing how the user can virtually ride the carousel, toss snowballs, visit stores, learn some history of

Downtown buildings and even do a virtual scavenger hunt. The platform assists in tracking hotel bookings during an event and coupon redemption. Board member Kelly asked if the events for 2021 were set, and Mr. Nicoll stated that they don't have events set yet but plan to work with SBG and others to pair with their events. The virtual experience would include before, during and after narratives and experiences.

**20-1101**

Chairman Brewer called for a Public Hearing and consideration/discussion/action on a Project Grant application submitted by Hub Partners, LLC (21-01) in the amount of two million six hundred thousand and no/100 dollars (\$2,600,000.00) for the development and construction of The Hub, a minimum four-acre privately-owned and maintained, publicly accessible, open space and landscaped area, including but not limited to a stage with LED screen, outdoor seating, tables, umbrellas, children's play area, sound system, and that will include a minimum of 21,000 sf of retail/restaurant space, a minimum of 10 restaurants, and a 35,000 sf community center and public parking. Maher Maso introduced Reece Macdonald who shared that The Hub will be a McKinney destination with a community space that will be used by residents, tourists, corporate groups and community and nonprofit organizations. The goal is to create a space for families and friends to gather for fun. The venue boasts a live music venue, walk-in movie theater, up to ten restaurants with indoor and outdoor dining, backyard sports bar and corporate event space. The Hub event planning team provides daily programming Monday through Sunday. The Hub programming would be created based on the needs and wants in McKinney, but could include orchestra and band events, live theater, food drives, Chamber of Commerce events, school sports and honors banquets, other school club events, church and nonprofit fundraisers and senior events. The Hub is both developer and operator for the venue

which is a huge differentiator from other similar developments. Staff offers a passion for directing the atmosphere and total experience the venue has to offer. The Hub originated in Florida. That location hosted more than 728,000 visitors in 2019, with average stay of over three hours, and average sales were over \$1,000 per square foot. Mr. Macdonald shared several photos of the Florida venue. The Hub aims to create an oasis for families and friends to gather in a community space and encourage family fun for residents, as well as regional and out-of-state visitors. Hub Partners would also own and operate three of the resident restaurants. The Hub McKinney is part of the 52-acre De La Vega development and will sit on 4.1 acres on the southeast corner of 380 and Custer. Within ten minutes of the site are over 3,000 businesses and about 53,000 kids under the age of 18. The proposed budget is between \$14.5 million to \$16 million for the full project. He indicated there is never an entrance fee to the open space. Mr. Macdonald shared the site plan which includes roughly 36,000 square feet of shared space with ten restaurants (including three owned and operated by Hub Partners), a 5,700 square foot event space, a 2,000 square foot stage and two levels of open space totaling 7,500 square feet. The stage will have a 25-foot jumbotron. He shared several renderings from different points of view. Board member Kelly asked if this proposed site is similar to the one in Florida, and Mr. Macdonald said that it is similar, however the Florida site is only 2.3 acres compared to 4.1 proposed for McKinney. Additionally, the building footprint for McKinney is significantly larger. Board member Kelly asked for clarification on the operation of the restaurants. Mr. Macdonald stated that there would be up to ten total restaurants, and Hub Partners would own three of those but manage all ten. Mr. Macdonald stated that design and engineering is ongoing now. Plans are to close on the land purchase in first quarter of 2021, begin construction in third quarter of 2021, and complete construction and be

operational in fourth quarter of 2022. Mr. Macdonald stated that this funding request is for the open space, which is a piece of the project that does not generate revenue. He explained that Hub Partners earns revenue from the retail operation. Treasurer Richardson-Woods asked about parking and the project's impact on traffic congestion. Mr. Macdonald shared that parking is included in the 4.1 acres. Vice Chairman Glew asked them to explain the value of the venue as it relates to making this a thriving location. Mr. Maso shared that the space is designed for the community, especially the nonprofits like Rotary, Kiwanis and others. There will be a rental charge for other outside groups like weddings that wish to use the community space. The open space is integrated into the overall Hub project. He emphasized that this location was selected because of the family demographics in the area, and the intent of The Hub is to create a family atmosphere rather than a party scene. Vice Chairman Glew asked about feedback they have received on the local community's acceptance of the proposal. Mr. Maso shared that the developer has been in close contact with the Stonebridge Ranch HOA and has addressed their preliminary concerns. He encouraged everyone to look at the connection to community, offering that there is walkability to The Hub to encourage being outdoors. He added that the sales in the Florida location are up more than 30% even during COVID, because people are hungry for outdoor opportunities. Mr. Maso shared that this development is considered a park that offers community engagement at no cost. Vice Chairman Glew asked for an explanation of the contrast between the Florida tourist setting and the McKinney bedroom community setting. Mr. Maso stated that The Hub would likely not do another project in a vacation area because of the difficulty getting year-round guests. They believe The Hub will be hugely successful in McKinney and will generate year-round demand. Mr. Maso added that there are many developers working on similar projects, but The Hub is



set apart because their focus is organizing and managing the daily programming. Board member Kelly agreed that the biggest differentiating factor and advantage to this project is the active management of the programming. Mr. Maso shared that The Hub is in high demand from communities all over, and the developer is selecting sites based on family demographics. He reminded the Board that The Hub is designed specifically for families and youth and to integrate the community's needs in the programming. Chairman Brewer added that the developer has had The Hub for a while, has learned some lessons and now feels ready to expand. Vice Chairman Glew asked if this would be the first of its kind in the Dallas area, and Mr. Maso assured the Board that the site is ready to go, the residential density is there, the design is there and the developer is ready to proceed. Board member Mott suggested that they talk with Parks and Recreation Department about connecting trails and also about programming. Board member Kelly shared his excitement for the project and thanked them for connecting with Stonebridge Ranch early in the planning. He shared a quote from the Stonebridge Ranch HOA President saying, "We were very impressed and think it would be a great addition for McKinney." Mr. Maso stated that they wanted the approval of Stonebridge Ranch, but they also wanted their input and ideas. Chairman Brewer asked for public comments, and there were none. Board members unanimously approved a motion by Board member Kelly, seconded by Vice Chairman Glew, to close the Public Hearing.

**20-1102**

Chairman Brewer called for consideration/discussion/action on a request from the City of McKinney Housing and Community Development Department for a second extension to the term on the loan agreement executed with McKinney Community Development Corporation for Project #19-09, effective December 31, 2020 to June 30,

2021. President Schneible shared that the COVID situation slowed the ability to proceed with some of the home repairs. They have now resumed active repairs and are requesting to extend the agreement to the end of June. Board members unanimously approved a motion by Vice Chairman Glew, seconded by Treasurer Richardson-Woods, to approve the extension.

Chairman Brewer recessed the meeting into Executive Session at 10:30 a.m. in accordance with the Texas Government Code. Items to be discussed under Section 551.087 regarding economic development matters were Project FPS, The Hub, Project 20-09 (TUPPS) and Project 18-05 (Hub 121).

Chairman Brewer reconvened the Board meeting back into regular session at 12:13 p.m. She wished a happy birthday to Treasurer Richardson-Woods.

- **Housing** (MCDC is limited, by statute, to funding low income)

***Council Goal 4D:** Create financial plans for future growth as well future maintenance*

- Housing options that include low income, affordable, options for work force throughout the City of McKinney

- **Destination entertainment projects/venues**

***Council Goal 1B:** Continue to develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining and shopping options and tourism.*

***Council Goal 1C:** Provide a strong city economy by facilitating a balance between industrial, commercial, residential and open space.*

***Council Goal 5C:** Continue to market and highlight McKinney as a unique destination for residents and visitors alike.*

- Entertainment destinations to attract tourists to McKinney
- Possibilities include concert venue, water park, hospitality, entertainment with an intentional focus on opportunities north of U.S. 380

- **Multi-use/Mixed-use Projects**

***Council Goal 1B:** Continue to develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining and shopping options and tourism.*

- New concepts combining elements of restaurant/retail/programming/hospitality/business/residential in ways that keeps McKinney unique

- **Historic Cultural District Support/East Side Development**

**Council Goal 5D:** *Promote reinvestment activities in McKinney's historic downtown that balance preservation of historic character and current market needs.*

- Retail development
- Homes in compliance with code
- Nutritional food/produce availability
- Redevelopment opportunities

- **Park/Open Space Development**

**Council Goal 5A:** *Create affordable recreational and cultural arts activities for all ages throughout the city.*

- Towne Lake development
- Complete existing community parks that have master plans still not complete (Bonnie Wenk, Gabe Nesbitt)
- Community garden
- East side dog park
- Upgrade/restore east side recreation centers/parks
- Land acquisition to ensure park construction and amenities in developing areas
- Recreational facilities including Apex

- **Preserve Open Space/Natural Areas**

**Council Goal 5B:** *Develop parks strategy to preserve green space for future park land*

- Intentional focus on areas north of 380 as development moves north

- **Public Transportation** (MCDC funding is limited to equipment and/or facilities)

**Council Goal 5E:** *Develop sustainable quality of life improvements within the City of McKinney.*

- **New or Existing Community Gathering Facility for specific programming focused on:**

**Council Goal 5A:** *Create affordable recreational and cultural arts activities for all ages throughout the city.*

**Council Goal 5E:** *Develop sustainable quality life improvements within the City of McKinney.*

- To promote community development, artistic expression, idea-sharing, cultural understanding, diversity
- Focus on opportunities for youth
- Look for opportunities for collaboration with MPAC and Heritage Guild and other organizations

- **Collaborative Projects with City, MEDC and other City Partners**

**Council Goal 1D:** *Leverage the existing partnerships with MEDC and MCDC.*

**Council Goal 2B:** *Balance available resources to accommodate the growth and maintenance needs of the city.*

- **Continued Implementation of "Buy McKinney/It's My McKinney" Campaign**

***Council Goal 1E:*** Increase community involvement and participation within local government/community.

- **Signage – wayfinding, promotional**

***Council Goal 5C:*** Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

- In parks and cultural district
- Focus on directional, historical, educational, and environmental messaging

Vice Chairman Glew asked for questions, comments or edits. Several Board members agreed that the projects currently under review all align with these priorities. Board member Kelly asked about the practical implementation of these priorities. Vice Chairman Glew replied that typically projects come to the Board from others, and these priorities afford the Board the opportunity to seek out projects in strategic areas where there is little action being taken. Chairman Brewer suggested that they keep the priorities at the forefront as decisions are made, but not necessarily eliminate a worthy project that doesn't fall under these priorities. Treasurer Richardson-Woods added that the document provides a baseline and benchmark for measuring where our focus is and should be. President Schneible added that the strategies provide an additional filter for project consideration. The first filter is whether or not the project is eligible under state law, then does the project fit within Board priorities. She added that it also provides information for other City departments to use when prioritizing their projects. Board member Kelly asked how often the Board should review the priorities, and Board members agreed they should be reviewed yearly. Chairman Brewer shared that this is the first time the Board has looked at these from a performance basis. Board member McGill commented that it strengthens the Board's community standing to be able to show areas impacted in numerical terms. President Schneible added that the City conducts a citizen survey every two years that may provide additional guidance for Board priorities. Secretary Barnes-Tilley commented that if one strategic priority is ignored year after year, the Board should reevaluate the validity of that goal and determine if it's an area we need to focus on directly. She concurred that it is valuable to show MCDC strategies as they align with Council goals. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member McGill, to approve the MCDC Strategic Priorities as presented.

President Schneible recognized Linda Jones for two years with MCDC and thanked her for the level of support and creativity she brings to the team. Additionally, congratulations were given to Treasurer Richardson-Woods, Peter Tokar and Linda Jones for their selection to the Leadership McKinney Class of 2021.

Chairman Brewer called for citizen comments, and there were none.

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

Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member McGill, to adjourn. Chairman Brewer adjourned the meeting at 12:32 p.m.

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

These minutes approved by the MCDC members on: \_\_\_\_\_

\_\_\_\_\_  
JACKIE BREWER  
Chairman

\_\_\_\_\_  
MARY BARNES-TILLEY  
Secretary