

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

AUGUST 22, 2019

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on August 22, 2019 at 8:00 a.m.

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

Absent: None.

Staff Present: MCDC President Cindy Schneible; City Manager Paul Grimes; Parks Planning and Development Manager Jenny Baker; Financial Compliance Manager Chance Miller; MPAC/Main Street Director Amy Rosenthal; Main Street Program Coordinator Aaron Werner; Visit McKinney Executive Director Dee-dee Guerra; and MCDC Administrative and Marketing Coordinator Linda Jones.

City Council Members Present: Mayor George Fuller and Scott Elliott.

There were several guests present.

Chairman Kuehn called the meeting to order at 8:00 a.m. after determining a quorum of the Board was present.

19-0694 Chairman Kuehn called for action on the minutes of the McKinney Community Development Corporation Meeting of July 25, 2019. Board members unanimously approved a motion by Secretary Brewer, seconded by Board member Barnes-Tilley to approve the minutes.

19-0695 Chairman Kuehn called for the Financial Report. Chance Miller, Finance Compliance Manager, stated that the July financials reflect the \$1.3 million debt service payment, which resulted in a decrease of net position to about \$800,000. The July sales tax collections were 4.8% lower than the same timeframe of last year, but the year-to-date tax collections are still up by 4.7%. Mr. Miller asked for questions, and there were none.

Chairman Kuehn asked for questions regarding the July Checks Issued report, and there were none.

19-0693 Chairman Kuehn called for Board and Liaison Updates.

City of McKinney. City Manager Paul Grimes provided an update on the budget process, stating that the final proposed budget for the upcoming fiscal year is \$540,000,000, which represents an effective rate increase of 1.25%. He explained as the tax base has expanded, the City has been able to reduce the tax rate from .525 to .5156, about one cent per \$100 tax evaluation. The new fiscal year begins October 1, 2019. The city sold about \$41.7 million in general obligation debt at a 2.064% rate. The city also sold about \$35 million of revenue bonds for the water utility, which are paid for from water/utility revenue, at a rate of 2.403%. Mr. Grimes asked for questions, and there were none.

Visit McKinney. Dee-dee Guerra, Executive Director of Visit McKinney, stated that Vanesa Rhodes is at the Leadership McKinney retreat. Ms. Guerra announced that Beth Shumate was moderator for a TACVB session presenting the Texas Parks and Wildlife grant awarded to City of McKinney Parks and Recreation Department, and she thanked Michael Kowski for focusing on tourism. On August 21, Visit McKinney hosted Texas Lakes Trails. The group visited the Then and Now Exhibit at Collin County History Museum, saw a fashion show at Chestnut Square and shopped in the Downtown Historic District. Visitors were from Cedar Hill, Waxahachie, Weatherford and other areas, and all were very complimentary of the area. Dee-dee reminded the Board of the McKinney to Munich promotion, which has over 7,800 entries. She thanked Dave Clarke for signing up to help in the booth at Oktoberfest and invited other Board members to participate. In July, they hosted Texas AgriLife for a full day including a Food Walk Tour, lunch at Hugs Café and a stop at Local Yocal. Ms. Guerra added that they are preparing

for the NCAA Championship Game. Ms. Guerra asked for questions, and there were none.

McKinney Economic Development Corporation. Chairman Kuehn directed the Board to the MEDC report attached.

McKinney Main Street/MPAC. Director of McKinney Main Street and MPAC Amy Rosenthal announced that the Peterson Brothers will be performing this Saturday evening. Main Street is hosting a special Cultural District panel on September 18 from 11:30 a.m. to 1:30 p.m. Panel members will include Dallas Arts District, Arts Districts Houston and Creative Waco, who will share tips and ideas and discuss challenges that they face in their arts districts. Later that evening, Creative Waco will host a workshop for local artists to talk about the business of being an artist. Oktoberfest is September 27-29. Ms. Rosenthal asked for questions, and Chairman Kuehn complimented their team on their social media presence. Ms. Rosenthal credited the City of McKinney Marketing and Communications Department for the videos and social media.

McKinney Parks and Recreation. Jenny Baker, Parks Planning and Development Manager, provided some parks project updates. The tennis complex should be complete in September, design plans for Cottonwood Park and Finch Park are underway, and both should be ready for bid at the end of this year, and there has been a lot of work completed at Old Settlers. Ms. Baker asked for questions. Treasurer Glew asked about the status of the RFP for signage, and Ms. Baker stated that the RFP is not out yet and Michael Kowski is the lead on that project.

19-0696 Chairman Kuehn called for the President's Report. President Schneible directed the Board to the attachments and reminded them of the Special Council Meeting next Monday at 5:30 p.m. for board appointments. The MCDC Board will have placements for the two positions terming out as

well as the appointment of a Board alternate. Ms. Schneible reported that the Marketing and Communications Department presented a new campaign to the MCDC Marketing subcommittee. The campaign is designed to address the Board's concerns about communicating the importance of buying local. A presentation will be made by the Communications and Marketing team to the full Board at the September meeting, with discussion and action anticipated at that time. Board member McGill added that the presentation was very responsive to the Board's overall concerns and that the Marketing and Communications Department did an amazing job of streamlining some complex messages and bringing it together with a great new logo and color scheme. Treasurer Glew reiterated that one of the goals was to communicate the idea of buying local without focusing on MCDC. He stated that he was impressed with the message and how it speaks to each target audience. Board member Barnes-Tilley stated her agreement with comments made by the other subcommittee members. Ms. Schneible added that The Retail Coach has added a new resource tool that provides the ability to quantify attendance at local events and visits to targeted locations in McKinney via cell phone tracking. Information regarding visits to the Cultural District was provided to the Downtown merchants group at their recent meeting. There were 4.6 million visits to the downtown area in 2017-2018, compared to 4.7 million visits for 2018-2019. The data also showed that there were more visits to Downtown McKinney than to Allen's Watters Creek. Chairman Kuehn commented that it is important to track the data, so the downtown merchants can see the trends in our area. Treasurer Glew asked Ms. Rosenthal if Retail Coach offers a way to show the spikes with events, and she stated that the data was shared with the group, and it does show spikes of Oktoberfest, Arts in Bloom and Home for the Holidays. She reminded the Board that while we can present the data, each business decides individually how they might use

that data in their business decisions. Ms. Schneible added that the data shows where people are coming from, which is useful for businesses and the city in the formulation of marketing strategies. Chairman Kuehn added that knowing where people are coming from is important in determining to which markets we advertise to. He added that we could also use this data to help our grant recipients with their marketing and communications decisions. Ms. Rosenthal thanked the Board for making this research available, acknowledging that it is a great tool to look at downtown as a whole development. Board member Barnes-Tilley commented that the data shows we should have about 85,000 descend upon McKinney for Oktoberfest in a few weeks.

19-0697 Chairman Kuehn called for the continuation of a Public Hearing and consideration/discussion/action on a request for funding, submitted by the City of McKinney Parks and Recreation Department (#19-10), in the amount of \$5,500,000 for park and facility redevelopment and improvements; design and construction of various parks; facilities, equipment and trail projects. There was no discussion. Chairman Kuehn called for public comments, and there were none. Board members unanimously approved a motion by Board member Richardson-Woods, seconded by Treasurer Glew, to close the Public Hearing. Board members unanimously approved a motion by Treasurer Glew, seconded by Vice Chairman Clarke, to approve the request for funding, submitted by the City of McKinney Parks and Recreation Department (#19-10), in the amount of \$5,500,000 for park and facility redevelopment and improvements; design and construction of various parks; and facilities, equipment and trail projects.

Chairman Kuehn asked President Schneible to review the funds available for project grants. Ms. Schneible stated that the total available for these types of projects is a little over \$203,000, including \$92,231

remaining from unused Retail Development Infrastructure Grants and \$75,000 that had been allocated for the Bike Share program that will not be used.

19-0698 Chairman Kuehn called for the continuation of a Public Hearing and consideration/discussion/action on a request for funding, submitted by McKinney Main Street (#19-11), in an amount not to exceed \$60,000 for three neon signs to help identify the Historic Downtown McKinney Cultural District and highlight parking. Amount requested is 60% of total estimated project cost. Chairman Kuehn called for public comments, and there were none. Board members unanimously approved a motion by Board member Richardson-Woods, seconded by Vice Chairman Clarke, to close the Public Hearing. Chairman Kuehn commented that it was an excellent addition to Downtown. Treasurer Glew asked Ms. Rosenthal to address the issue of placement discussed at the last meeting. Ms. Rosenthal stated that the sign design has been reconfigured to allow the parking lot sign to be placed at an angle instead of horizontal to Highway 5 as originally presented. Board member Barnes-Tilley and Vice Chairman Kuehn spoke in favor of the request. Treasurer Glew stated that he walked the area with Ms. Rosenthal, and the sign is actually closer to the street than originally thought. Board members unanimously approved a motion by Secretary Brewer, seconded by Board member McGill, to approve the request for funding, submitted by McKinney Main Street (#19-11), in an amount not to exceed \$60,000 for three neon signs to help identify the Historic Downtown McKinney Cultural District and highlight parking.

19-0699 Chairman Kuehn called for the continuation of a Public Hearing and consideration/discussion/action on a request for funding, submitted by Boys and Girls Club of Collin County (#19-12), in the amount of \$135,000 for the replacement of the gym floor, replacement of gym padding panels,

and purchase and installation of retractable bleachers at the McKinney Club, located at 701 S. Church Street, McKinney, Texas. Amount requested is 100% of estimated project cost. CEO Mike Simpson updated the Board on budget estimates received for the project. He reminded the Board that the original estimate for the floor was \$85,000, but a firm quote has been secured for only \$60,000. Mr. Simpson expressed his appreciation to the Board for its help in the past, and affirmed that the Boys and Girls Club will be good stewards of funds granted. Treasurer Glew questioned whether this new information adjusts the grant request, and Chairman Kuehn clarified that the request should remain the same. Chairman Kuehn stated his appreciation for the fiscal responsibility shown by Boys and Girls Club. Board members unanimously approved a motion by Board member McGill, seconded by Vice Chairman Clarke, to close the Public Hearing. Board members unanimously approved a motion by Treasurer Glew, seconded by Secretary Brewer, to approved the request for funding, submitted by Boys and Girls Club of Collin County (#19-12), for an amount not to exceed \$135,000 for the replacement of the gym floor, replacement of gym padding panels, and purchase and installation of retractable bleachers at the McKinney Club, located at 701 S. Church Street, McKinney, Texas.

19-0700 Chairman Kuehn called for consideration/discussion/action on the Revised FY 20 McKinney Community Development Corporation Budget. President Schneible reminded the Board that a draft budget was approved by the Board at the May meeting. The budget has been modified and she is requesting the Board consider ratifying the adjusted budget. Ms. Schneible stated that the revised budget reflects an increase in revenue by about \$300,000. In addition, some adjustments were made in the personnel category primarily impacted by calculation of benefits.

Additionally, some adjustments were made under debt service. The overall impact on expenses is just over \$2,500. Ms. Schneible asked the Board to ratify the adjusted budget, so that it is in line with the budget presented to City Council. Board members unanimously approved a motion by Chairman Kuehn, seconded by Vice Chairman Clarke, to ratify the Revised FY 20 McKinney Community Development Corporation Budget.

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

Chairman Kuehn called for Board or Commissioner comments. Chairman Kuehn congratulated Board member Richardson-Woods on completing her Masters in Community Development, and he offered birthday wishes to Treasurer Glew. Vice Chairman Clarke gave praises to Chestnut Square on its Murder Mystery dinner. Chairman Kuehn congratulated Vice Chairman Clarke on his election to the Collin County Heritage Guild Board. Chairman Kuehn shared positive feedback on the Bad Boys Trolley Tour.

Chairman Kuehn called for a motion to adjourn. Board members approved a motion by Vice Chairman Clarke, seconded by Board member Barnes-Tilley, to adjourn with a vote of 6 - 1 - 0, Chairman Kuehn voting no.

KURT KUEHN
Chairman