



# 2025 “Homecoming”

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McKinney Community Development  
Corporation Presentation

June 27, 2024

# PURPOSE



- Each February, Black History Month is an opportunity for our communities to recognize the significant contributions of African Americans, both nationally and locally.
- McKinney Black History Month was created as a month-long program of events to learn about and celebrate Black literature, music, dance, food, fashion, culture and history.



## Program Overview

- Education/Lecture Series
- College Megafest
- Signature Event
- Themed Party
- Collaborative Events
- Honoring Historic Black Churches

# McKinney BHM 2022 Lecture Series

**MCKINNEY BLACK HISTORY MONTH**  
**LECTURE SERIES**  
**THE FUTURE OF AFRICAN AMERICANS IN POLITICS**  
**THUR - FEB 17, 2022**  
McKinney Performing Arts Center

**Meet the panel:**  
**Mayor Curtis Cornelious**  
Mayor of Little Elm, TX  
Curtis J. Cornelious became the first African American to be elected as Mayor of the town of Little Elm, Texas in June 2021. Previously he served two terms on the Town Council (District 3), two terms as an at-large representative, five years as Mayor Pro Tem, and as a member of the Board of Directors of the Economic Development Corporation.

**Judge Angela Tucker**  
Texas 199th District Court Judge  
Angela Tucker is a Sherman, TX native who graduated from The University of Texas at Austin before earning her law degree from Southern Methodist University, working for the Collin County DA's office, and then opening up her own practice for 12 years. In 2012, Angela transitioned to public service as a judge for the 199th District Court in Collin County becoming the first Black judge to hold the position.

**Dr. Gera' Feltus**  
McKinney City Council  
Dr. Gera' Feltus, a Texas native, serves as the Medical Director of Resolute Employee Health Center and Supervising Physician of Resolute Community Health Center. She has served on the McKinney Economic Development Corporation Board of Directors, the Advisory Council to the McKinney Dial of Police and the Collin College Law Enforcement Academy Advisory Board.

**Junior Ezeonu**  
Grand Prairie City Council  
Junior is the first (and youngest) African-American council member to represent the city of Grand Prairie since the early '90s. Born in Nigeria and moving to Texas when he was 2, he is a recent UT Arlington graduate. Having studied Political Science, he plans to use his knowledge to improve the quality of life for the residents of Grand Prairie.

[www.McKinneyBHM.com](http://www.McKinneyBHM.com)

**MCKINNEY BLACK HISTORY MONTH**  
**LECTURE SERIES**  
**BLACK BUSINESSES: OVERCOMING OBSTACLES & LEVERAGING OPPORTUNITIES**  
**TUES - FEB 22, 2022 • MIXER 5PM • PANEL 6PM**  
NEW DATE at Gather Event Center • 207 E. Virginia, McKinney

**Meet the panel:**  
**Vantoba Terry**  
UI Global Brands  
Vantoba Terry is the COO and Co-Founder of UI Global Brands LLC, a consumer goods company that sells natural Urban Hydration, skincare and haircare products to Fortune 500 retailers, donating a gallon of water for every product sold. Vantoba serves on the Board for the Frisco Family YMCA, where he was named the 2021 Father of the Year.

**Obi Chukwurah**  
Space & Equity  
Obi Chukwurah is an educator focusing on banking literacy and wealth creation. Chukwurah launched Space & Equity, a holding company designed to educate, increase assets, and create new space for Black Entrepreneurs and those who desire to expand community wealth. He also hosts the Come Correct Podcast around Commercial Banking Education For Entrepreneurs.

**Derrick Miles**  
CourMed  
Derrick is Founder/CEO at CourMed, Chairman + Founder of TMS Equity Partners, and an investor who holds multiple patents. As a startup, CourMed was chosen by Microsoft to receive support to help them scale and the growth is impressive. Headquartered in McKinney, CourMed is significantly expanding its reach in upscale areas wanting healthcare concierge services of all types.

**Leah Love-Close**  
Close Automatic Garage Door  
Leah Love-Close runs a female-owned, family-operated, state-certified minority-owned business flourishing in North Texas. Close Automatic Garage Door has over 20 years of custom installation, procurement, and service expertise. Leah and her family made the move to Texas in 2018 and launched Close 2 Love Companies with her husband and partner.

**Sponsored by the McKinney Chamber of Commerce & Collin County Black Chamber of Commerce**  
**Moderated by Terri Thomas, Chase Bank Community Manager**  
**DON'T MISS THIS! PROFESSIONAL HEADSHOTS AT THIS EVENT.**  
Attendees can sign up for a QUICK photo session with professional photographer Garnelle Nelson at the deeply discounted price of \$25.

**MCKINNEY BLACK HISTORY MONTH**  
**LECTURE SERIES**  
**THE INTEGRATION OF MCKINNEY ISD SCHOOLS**  
**FEB 24, 2022 THURSDAY | 6-7:30P**  
McKinney Performing Arts Center

**SPECIAL APPEARANCES**  
"The Voice of Reason" Mr. Jesse McCowan & "Teacher to Many" Mrs. Julie McCowan

**Rosa Roberts Maxie**  
Meet the Panel  
Rosa Roberts Maxie was raised in McKinney, Texas. She attended 1st grade at E.S. Doty, and graduated from McKinney High School in 1979. With a 20+ year successful career in insurance, Maxie has raised 2 fine young men who serve in the United States Marine Corps. Maxie currently serves on the ministerial staff at New Jerusalem Baptist Church in McKinney.

**Ronald "Duck" Hollins**  
Meet the Panel  
Ronald "Duck" Hollins was raised in McKinney with deep roots that span over 6 generations of family. Hollins was a 1979 graduate of McKinney HS and even experienced the segregated E.S. Doty School before attending McKinney ISD. Husband to Ava and father of 5, he has established a career in the Heating & Cooling industry.

**Betty Webb Petkovsek**  
Betty Webb Petkovsek was raised in McKinney and is daughter of longtime Pharmacist George Webb. Following in her father's footsteps, pharmacy and social/civic engagement are in her blood. Wife to Jim and mom of 3 daughters, she is actively engaged in McKinney's historic preservation and is honored her father made the motion to integrate McKinney ISD.

**Rev. Larry Jagours**  
Rev. Larry Jagours is an E.S. Doty High School alum and one of the original 9 students to McKinney High School, graduating in 1967. Jagours is the husband of Linda and father of twin daughters and one son. Retired from real estate, Jagours and his wife are still actively engaged in his hometown. Jagours currently serves on the McKinney ISD Board and believes in having "boots on the ground."

**Linda Berry Jagours**  
Linda Berry Jagours is an E.S. Doty High School alum and one of the original 9 students to integrate McKinney High School, graduating in 1967. A longtime healthcare professional, she is the wife of Larry and mother of twin daughters and one son. Jagours actively serves alongside her husband in the church, the community and in civic engagement - all very important to her.

[www.McKinneyBHM.com](http://www.McKinneyBHM.com)  
**MCKINNEY**  
INDEPENDENT SCHOOL DISTRICT



## McKinney BHM Lecture Series 2023:

“Stories of Grit and  
Perseverance”



### **Opal Lee**

- 2022 Nobel Peace Prize Nominee
- The Grandmother of Juneteenth



### **Emmitt Smith**

- Former Dallas Cowboys  
Running Back
- 2010 NFL Hall of Fame  
Recipient



### **Ambassador Ron Kirk**

- First Black Mayor of Dallas
- Former US Trade Representative



## McKinney BHM CEO Breakfast 2024:

## Cynt Marshall - CEO Dallas Mavericks



**M**CKINNEY CHAMBER OF COMMERCE **CEO BREAKFAST SERIES**

**MEDC** TITLE SPONSOR MCKINNEY ECONOMIC DEVELOPMENT CORPORATION



**Feb 22, 2024** **CYNT MARSHALL**  
DALLAS MAVERICKS CEO

Thurs - 7:30a to 9:30a  
@ Independent Financial - Corporate HQ  
7677 Hennehan Way, McKinney, TX

Join us for an exclusive CEO Breakfast Series in honor of McKinney Black History Month, featuring a conversation with the award-winning CEO of the Dallas Mavericks, Cynt Marshall.

SCAN ME 

REGISTRATION REQUIRED  
↑ FREE EVENT ↑  
WITH BREAKFAST

CO-SPONSORED BY:

INDEPENDENT FINANCIAL

DALLAS BLACK CHAMBER OF COMMERCE

COLLIN COUNTY

Moderator Chantelle Kadala 

TBS The Race Story

FOR MORE INFO VISIT MCKINNEYBHM.COM

# College Megafest

**2022**

**Over 300 students  
and parents registered**

**Held at MPAC**

**2023**

**800 students  
and parents registered**

**Held at Collin College  
Conference Center**

**2024**

**1500 students  
and parents  
registered**

**Held at Collin College  
Conference Center**

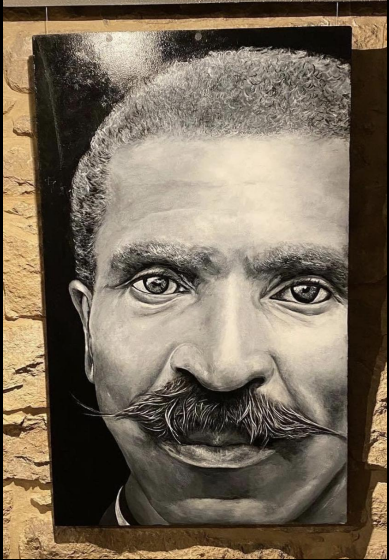
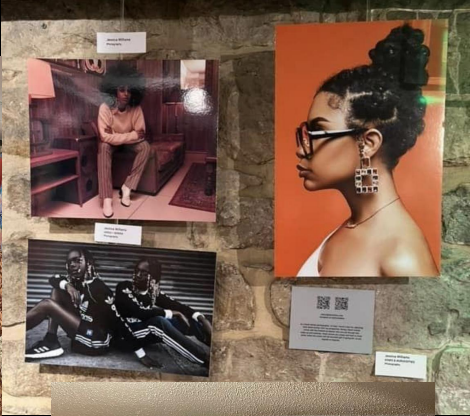
**2025**

**More than 2000  
students and parents  
expected to register**

**New Location must be  
secured**

**Co-Sponsored with St. Mark's Church**

# McKinney BHM 2022 Signature Event- Art Show





# McKinney BHM 2023 Signature Event- Art Show



# McKinney BHM 2024 Signature Event- Gospel Brunch

## Featuring Grammy Nominated Artist Zacardi Cortez



# McKinney BHM 2025 Signature Event-

## Taste of Soul



Co-sponsored with  
Legacy Keepers of  
Old East McKinney



# McKinney BHM 2022 Harlem Renaissance



# McKinney BHM 2023 1970s Soul Train



**SOUL 70'S  
TRAIN PARTY**

MCKINNEY BLACK HISTORY MONTH  
Feb 17, 2023 ⚡ 7 to 10 pm  
at The Sanctuary Event Center  
6633 Virginia Blvd., McKinney TX  
[www.McKinneyBHM.com](http://www.McKinneyBHM.com)

21+ Dress to impress  
in your 70's best

Live music by Soulful Soundz, DJ Freeze,  
Dallas Black Dance Theater's DBT Encore!,  
Soul Train Dance-off, Best Dressed  
Contest, Casino Games and more

**Get Tickets!**  
Eventbrite  **SCAN ME**

**SPONSORS**  
MDCDC love life FOUNDATION SPS  

# McKinney BHM 2024 90s Hip Hop House Party



90's HOUSE PARTY MAR 10



# McKinney BHM 2025 Theme

ΚΑΨ ΑΦΑ ΔΣΘ  
ΑΚΑ ΙΦΘ ΩΨΦ  
ΦΒΣ ΣΓΡ ΖΦΒ



# HOMECOMING





## Other Events/Collaborations

- Honoring Historic Churches : A celebration of Historic Black Churches in McKinney
- Collaboration with Briidge the Gap : 4 week STEM program
- Collaboration with McKinney Public Libraries for “Jubilee” BHM program
- Collaboration with Harmony of Unity Choir - Gospel Concert
- Collaboration with Greater Frisco Chapter of Jack and Jill for a Black History Month Celebration





# Marketing Budget

Expense	Projected Cost	Description
Website Design/Landing Pages	\$1500	Website design, interactive calendar, Website hosting
Marketing Collateral	\$4750	Branding, Media packages, Press Releases, Digital flyers, Guest Post
Social Media	\$2500	4 months @ \$500/mo + targeted FB/event brite ads
Community Impact/DMN Advertisement	\$5000	McKinney, Frisco, Allen, Plano
Radio ads	\$350	
Mailers	\$1000	
Banners and Signs	\$4000	Large banners, Digital Billboards



# Project Budget

Event	Projected Cost	Description
Marketing	\$19,550	For all MBHM committee AND collaborative events
Taste of Soul	\$12,000	Event space rental, Business development program Sound/video, Speaker, Prizes
CEO Breakfast series	\$13,000	Catering, speakers, event space rental
Homecoming Themed Party	\$26,400	Live band, catering, dancers, DJ, decor, awards, photobooth, casino tables, event space rental,
College Megafest	\$12,000	Catering at Collin College Conference Center (no outside catering allowed)
TMFBC Popup Museum	\$1500	Black History Museum open to the public
Total	\$84,450	

**THANK YOU**

