



McKinney Community Development Corporation Agenda

Thursday, December 16, 2021

8:00 AM

Council Chambers
222 N. Tennessee Street
McKinney, TX 75069

PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS ON AGENDA ITEMS (For Non-Public Hearing Agenda Items)

If you wish to address the Board on a posted item on this agenda, please fill out a "Request to Speak" card and present it to the Clerk before the meeting. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Board for items listed as public hearings will be recognized when the public hearing is opened.

Speakers wishing to address the Board regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Board Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.

CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

21-1116 [Minutes of the McKinney Community Development Corporation Meeting of November 18, 2021.](#)

Attachments: [Minutes](#)

21-1117 [Minutes of the McKinney Community Development Corporation Special Meeting of November 29, 2021.](#)

Attachments: [Minutes](#)

21-1118 [Minutes of the McKinney Community Development Corporation Projects Subcommittee Meeting of November 29, 2021.](#)

Attachments: [Minutes](#)

21-0926 [Minutes of the Joint Meeting of the McKinney Economic Development Corporation and the McKinney Community Development Corporation of September 23, 2021](#)

Attachments: [Minutes](#)

REPORTS

21-1119 [Financial Report](#)

Attachments: [October Financial Statement](#)
[October Transmittal Letter](#)
[October Checks Issued](#)

21-1120 [Board and Liaison Reports](#)
[Board Chair](#)
[City of McKinney](#)
[Visit McKinney](#)
[McKinney Economic Development Corporation](#)
[McKinney Main Street/MPAC](#)
[McKinney Parks and Recreation](#)

21-1121 [President's Report](#)

Attachments: [Grant Funds Awarded](#)
[Social Media Metrics](#)
[Grant Promotions](#)
[North Texas Family Health Foundation Funder Update MCDC](#)
[Final Report -- Dia de los Muertos](#)
[Final Report - Project 19-09 Housing Authority](#)

REGULAR AGENDA

21-1122 [Consider/Discuss Promotional and Community Event Grant Application Submitted by 25 Revolutions, LLC \(PC #22-01\) in the Amount of \\$15,000 for the Advertising, Marketing and Promotion of a Feature-Length Documentary Set in McKinney, Texas.](#)

Attachments: [Application Packet](#)
 [Presentation](#)

21-1123 [Consider/Discuss Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County \(PC 22-02\) in the Amount of \\$13,685 for the Advertising, Marketing and Promotion of 2022 Events including but not limited to Farmers Market, Educational Programming, Murder Mystery and Farm Fresh Market Dinner.](#)

Attachments: [Application Packet](#)
 [Presentation](#)

21-1124 [Consider/Discuss Promotional and Community Event Grant Application Submitted by SBG Hospitality \(PC 22-03\) in the Amount of \\$15,000 for the Advertising, Marketing and Promotion of the 2022 Sip and Stroll Series.](#)

Attachments: [Application Packet](#)
 [Presentation](#)

21-1125 [Consider/Discuss Promotional and Community Event Grant Application Submitted by Ovation Academy of Performing Arts \(PC 22-04\) in the Amount of \\$12,000 for the Advertising, Marketing and Promotion of 2022 Spring/Summer Productions.](#)

Attachments: [Application Packet](#)
 [Presentation](#)

21-1126 [Consider/Discuss Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney \(PC 22-05\) in the Amount of \\$3,000 for the Advertising, Marketing and Promotion of the 2022 McKinney Kiwanis Triathlon.](#)

Attachments: [Application Packet](#)
[Presentation](#)

21-1127 [Consider/Discuss Promotional and Community Event Grant Application Submitted by Millhouse Foundation \(PC 22-06\) in the Amount of \\$13,505 for the Advertising, Marketing and Promotion of the 2022 Millhouse Arts Festivals, a series of two-day events held at McKinney Cotton Mill.](#)

Attachments: [Application Packet](#)
[Presentation](#)

21-1128 [Consider/Discuss Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal Church \(PC 22-07\) in the Amount of \\$9,500 for the Advertising, Marketing and Promotion of the 2021 Empty Bowls Event.](#)

Attachments: [Application Packet](#)
[Presentation](#)

21-1129 [Consider/Discuss Promotional and Community Event Grant Application Submitted by DFW Series \(PC 22-08\) in the Amount of \\$3,000 for the Advertising, Marketing and Promotion the 2022 DFW Series to include 17 off-road cycling events hosted at Erwin Park in McKinney.](#)

Attachments: [Application Packet](#)
[Presentation](#)

21-1130 [Consider/Discuss Promotional and Community Event Grant Application Submitted by ManeGait Therapeutic Horsemanship \(PC #22-09\) in the Amount of \\$10,000 for the Advertising, Marketing and Promotion of the 2022 ManeGait Country Fair.](#)

Attachments: [Application Packet](#)
[Presentation](#)

21-1131 [Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Chamber of Commerce](#)

(PC #22-10) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2022 McKinney Made Initiative.

Attachments: Application Packet
Presentation

21-1132 Consider/Discuss Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC 22-11) in the Amount of \$10,000 for the Advertising, Marketing and Promotion of the 2022 McKinney Then and Now Exhibit and Events.

Attachments: Application Packet
Presentation

21-1133 Consider/Discuss Promotional and Community Event Grant Application Submitted by Holy Family School (PC #22-12) in the Amount of \$7,000 for the Advertising, Marketing and Promotion of the Black History Month Educational Programming to Include a Pop-up Museum at Doty Elementary School and Shuttle Tours through Finch Park, Ross Cemetery and Doty High School.

Attachments: Application Packet
Presentation

21-1134 Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC #22-13) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of the 2022 Arts in Bloom and the 2022 Juneteenth events.

Attachments: Application Packet

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

BOARD OR COMMISSIONER COMMENTS

Board or Commission Comments relating to items of public interest: Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

- E. Section 551.087. Deliberation Regarding Economic Development Matters
 - Project 20-09 TUPPS Brewery and Entertainment Destination
 - Project Handle
 - Project Bluesky
 - Project Green

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 10th day of December, 2021 at or before 5:00 p.m.

*Cindy Schneible
President*

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Email contact-adacompliance@mckinneytexas.org. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.