



# CITY OF MCKINNEY, TEXAS

## Agenda City Council Work Session

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Monday, June 18, 2018

5:30 PM

Council Chambers  
222 N. Tennessee Street  
McKinney, TX 75069

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### CALL TO ORDER

### DISCUSS REGULAR MEETING AGENDA ITEMS

### WORK SESSION ITEMS

**18-507**      [Update on FY 2017-18 Budget](#)

**Attachments:**   [Presentation](#)

**18-508**      [Update on the McKinney Brand and Logo - History and Current Strategy](#)

**Attachments:**   [Presentation](#)

**18-509**      [Discuss Board and Commission Interview Committee and Liaison Assignments](#)

**Attachments:**   [08/27/17 Board and Commission Policy](#)  
                         [Liaison and Interview Assignments](#)  
                         [Interview Schedule](#)

### COUNCIL LIAISON UPDATES

### EXECUTIVE SESSION

In Accordance with the Texas Government Code:

A. Section 551.071 (2). Consultation with City Attorney on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any.

## B. Section 551.087 – Discuss Economic Development Matters

- Project A146 – Project Frost
- Project A159 – Project Cuisine
- Project A197 – Project Cloud

**ACTION ON EXECUTIVE SESSION****ADJOURN**

Posted in accordance with the Texas Government Code, Chapter 551, on the 14th day of June, 2018 at or before 5:00 p.m.

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Sandy Hart, TRMC, MMC  
City Secretary

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. Phone 972-547-2694 or email [contact-adacompliance@mckinneytexas.org](mailto: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>.



18-507

**TITLE:** Update on FY 2017-18 Budget

**COUNCIL GOAL:** Financially Sound Government  
(4A: Provide Funding and Organizational Framework to Ensure Continual Economic Improvements)

**MEETING DATE:** June 18, 2018

**DEPARTMENT:** Budget

**CONTACT:** Mark Holloway, Chief Financial Officer

**RECOMMENDED CITY COUNCIL ACTION:**

- No action required.

**ITEM SUMMARY:**

- Update on the FY2017-18 Budget.

**BACKGROUND INFORMATION:** N/A

**FINANCIAL SUMMARY:** N/A

**BOARD OR COMMISSION RECOMMENDATION:** N/A

**SUPPORTING MATERIALS:**

[Presentation](#)

# 2017-18 Budget Update





# GENERAL FUND REVENUES



# Revenue Update

REVENUES	Revised Budget FY 17-18	YTD Actual 4/30/2018	% of Budget Collected
Taxes	99,656,604	87,970,370	88%
Franchise Fees	14,867,000	8,630,570	58%
Licenses & Permits	10,477,600	6,460,598	62%
Charges and Fines	6,535,900	2,389,880	37%
Other Revenues	2,875,739	1,801,214	63%
Transfers	2,831,630	1,651,784	58%
<b>Total Revenues and Transfers</b>	<b>\$137,244,473</b>	<b>\$108,904,416</b>	<b>79%</b>



# Revenue Update

## Significant Increases

- Building Permits - \$1,000,000
- Ambulance Service - \$450,000
- Interest Income - \$150,000

**Net Increase in Revenue \$1,600,000**



# Revenue Update

## Other Notes

- Property Tax on target
- Sales Tax on target
- Building Permits tracking above expectations
- We will be watching Sales Tax, Engineering Inspections, and Building Permits carefully
  - Large amounts
  - Indicators of local conditions and future growth



# GENERAL FUND EXPENDITURES



# Expenditure Update

<b>EXPENDITURES</b>	<b>Revised Budget FY 17-18</b>	<b>YTD Actual 4/30/2018</b>	<b>% of Budget Spent</b>
General Government	28,987,370	17,043,586	59%
Public Safety	64,180,276	37,705,802	59%
Development Services	11,888,818	6,860,617	58%
Public Works	12,381,751	7,271,125	59%
Parks and Library	13,586,088	7,148,213	53%
Transfers	18,539,267	16,439,844	89%
<b>Total Expenditures &amp; Transfers</b>	<b>\$149,563,570</b>	<b>\$92,469,187</b>	<b>62%</b>



# Expenditure Update

## Significant Changes

- Salary Savings - \$500,000
- Decreased Electric Costs - \$100,000
- Decreased Economic Incentives – \$600,000
- Increased Bank / Credit Card Fees - \$100,000
- Increased Fleet Repair/Maintenance - \$50,000



# Expenditure Update

- Operating Contingency \$176,478 for FY18
- All Expenditures must be approved by City Managers Office
  - Capital Outlay - \$30,000
  - Equipment - \$17,500
  - Services - \$120,000
  - Computer Hardware/Software - \$9,000





# FY19 PREVIEW



# General Fund Revenue Projections

- Conservative but realistic estimates
- 9.8% Property Valuation Growth
- 5% Sales Tax Growth over Year End FY18
- 3.4% Franchise Fee Growth
- Building Permit and Engineering Inspections increase
- Will refine over next 2 months



# General Fund Expenditure Projections

- 4% Merit Pool Increase
- Continued funding of various street projects
- Additional funding for ERP
- Will address staffing needs
- Will refine over next 2 months



## Other Fund Projections

- 10% Increase of Water Costs from NTMWD to be passed through
- Water/Wastewater Rate Study Ongoing
  - Results in August/September
- All operations funds projected to be balanced



# Important Dates

- June 18<sup>th</sup> – 2018 Budget Update
- July 25<sup>th</sup> – Receive Certified Tax Roll
- August 6<sup>th</sup> – Tax Rate Record Vote
- ***August 10<sup>th</sup> – Budget Work Session***
- ***August 21<sup>st</sup> – 1<sup>st</sup> Public Hearing on Tax Rate***
- ***September 4<sup>th</sup>***
  - 1<sup>st</sup> Public Hearing on Budget
  - 2<sup>nd</sup> Public Hearing on Tax Rate
- ***September 18<sup>th</sup>***
  - 2<sup>nd</sup> Public Hearing on Budget & Final Budget Adoption
  - Ratification of Property Tax Revenue Increase
  - Tax Rate Adoption
  - Fee/Rate Change Adoption





18-508

**TITLE:** Update on the McKinney Brand and Logo - History and Current Strategy

**COUNCIL GOAL:** Operational Excellence  
Enhance the Quality of Life in McKinney  
(2C: Identify Opportunities for Internal Efficiencies and Continuous Improvement to Effect a High Performing Organizational Culture)  
(5C: Continue to Market and Highlight McKinney as a Unique Destination for Residents and Visitors Alike)

**MEETING DATE:** June 18, 2018

**DEPARTMENT:** Communications and Marketing

**CONTACT:** CoCo Good, Director

**RECOMMENDED CITY COUNCIL ACTION:** Receive Update

**ITEM SUMMARY:**

- Topics covered will include:
  - Brands and their purpose
  - Process for arriving at McKinney's brand
  - Creating sub-brands and specific marketing campaigns for targeted markets/audiences under the overarching brand umbrella
  - Keeping it fresh while maintaining consistency

**BACKGROUND INFORMATION:**

- On February 1, 2005, the City Council adopted a corporate logo and slogan that conveyed the essence and spirit of McKinney as a whole.
- A research-based and data driven marketing and branding initiative was implemented to aggressively market the City of McKinney.
- The MEDC, MDCD, Main Street, and MCVB agreed to all work collectively under the brand umbrella - with individual marketing campaigns coordinated within to maximize reach, realize financial efficiencies and reduce overlap and redundancies.

**FINANCIAL SUMMARY:** N/A

**SUPPORTING MATERIALS:**

[Presentation](#)

# McKinney City Council

## Informational Series

McKinney, Texas: Unique by Nature  
Presented by CoCo Good  
Director of Communications & Marketing





## McKINNEY, TEXAS: UNIQUE BY NATURE



- A brand and its purpose
- The process for arriving at McKinney's brand
- Creating and using campaigns for targeted audiences



# What is a **BRAND?**



MORE THAN JUST A LOGO

Simply put, a brand is your **story**, your **reputation** (experiences) and your **community's DNA**.

# A brand communicates who you are

## YOUR BRAND IS YOUR IDENTITY



- A brand represents a promise of what a community, corporation or product stands for and what it is committed to being (30,000 ft. level)
- Broad enough to apply to messaging across full spectrum of communications
- Brands have longevity and live beyond trends and fads
- Central messaging platform for storytelling
- Guides all communication so that it looks and feels cohesive



# A campaign communicates what you do

IT'S AN EXPRESSION OF WHAT YOU HAVE TO OFFER

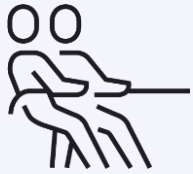
- A campaign is a short-term initiative promoting an organization's specific service or product
- Designed to elicit action from a narrower, targeted audience
- Campaigns often take their cue from current trends. Much like a new hairstyle or new suit, it's timely and current, but it doesn't change who you are (or your brand) at the core



*From Katja Schindler, Stephan & Brady Marketing Communications*

# Achieving what others only attempt

## ONE VOICE, MESSAGE & BRAND



Communities see improvement in their overall awareness when all the main sectors of a community are aligned to a common strategy.

- Many cities attempt but can't make it happen
- Successful brand creation is time-intensive (1+ years), requires large investment, cooperation among groups and a commitment to break down silos



# McKinney branding: Why was it needed?

## WE WERE AWASH IN LOGO SOUP

- Marketing in silos
- Inconsistency
- Missed opportunities/confusion as to which assets to embrace
- Rapidly growing and needed to differentiate ourselves in the market
- Put us on the map with our own unified identity (not just “north of Dallas”)



The city had so many logos in use, imagine how scattered the messaging was at that time.

SEVEN LOGOS IN USE IN 2004

# What did we want to accomplish?

ONE VOICE, MESSAGE & BRAND



- Paint a clear picture of the essence of McKinney
  - Who we are as a full community and our differentiators
- Get all groups aligned under overall marketing umbrella plan
  - Allow creation of sub-plans and campaigns to reach target audiences and needs within the overarching framework – supporting the whole
  - Maximize collective marketing dollars (taxpayer) – reduce overlap and redundancies
  - Build marketing awareness for McKinney, opening the door to aggressively sell McKinney assets



# Who was involved?

## CREATING A COMMUNITY-OWNED BRAND



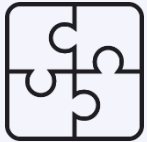
- Team players in developing the brand:
  - City Council and Leadership
  - Economic Development Corporation
  - Community Development Corporation
  - Convention & Visitors Bureau
  - Main Street, Performing Arts Center
  - McKinney National Airport
  - Community
    - Key stakeholders/focus groups
    - Boards and commission members
    - Citizens





# Why is research important?

## DATA-DRIVEN AND INTENTIONAL DISCOVERY



- Your brand must be authentic:
  - You must be what you market.
  - You cannot successfully market what you simply wish to be.
- Therefore, without proper research:
  - You cross your fingers and are completely unaware whether anyone actually will listen... let alone act



# What research did we do?

## DATA-DRIVEN BRAND CREATION



Partnered with nationally-renowned branding and research company. Data driven and intentional process.

14 qualitative and quantitative research methods included:

- Marketing audit
- Key constituent analyses
- Focus groups
- Stakeholder surveys
- Inquiry and visitor origin mapping
- Hospitality Development Index
- Prizm reports
- Man-on-the-street interview
- Target audience perception study
  - Visitors (business and leisure)
  - Hoteliers
  - Business prospects (sold and unsold)
  - Site selection consultants
  - State tourism office
  - State economic development executives



# What did the research show?

## COMMON THEMES



- The words “Unique” and “nature” surfaced repeatedly
- The unique nature and inherent character of our community, as well as our natural assets
- Great to be close to Dallas, but we’re our own community
- Conscientiously planning our development in face of growth
- Strong community pride and community spirit – hometown feel
- People love many things about McKinney, not just one thing
  - Well-rounded - arts, downtown, education, parks, businesses, quality of life, events, entertainment, airport etc.
- Dichotomy is our strength – old and new, large but hometown feel, traditional and nontraditional developments, amenities and open space
- Not a “concrete jungle” – modern amenities, but feels different than surrounding cities



# The result: A community brand

WHAT DOES IT MEAN TO BE UNIQUE BY NATURE?



- Introducing the entire messaging platform:
  - The tagline speaks to our inherently unique nature and character of the community;
  - A nod to our natural beauty: rolling hills, unique parks, streams and lakes. Access to nature within easy reach.
- Represents the community as a whole – with supporting messaging in each area
- Logo is a reminder of the “essence” of the entire community of offerings/seal of approval of sorts

# Making a splash instead of a trickle

## CREATING AWARENESS & RECOGNITION



- Launched in unison, embedded widely and quickly
- 8-page special section on McKinney inserted into every Dallas Morning News, reaching 550,000 households
- Chamber's McKinney Living - delivered to every McKinney household
- Leader speeches and branding "road show"
- Movie theater ads and highway billboard
- Branded ads across multiple platforms
- City TV channel and video production
- Newsletters and water bill stuffers
- Websites
- Employee communications



## NEWLY BRANDED MATERIALS & ASSETS

### **Initial rollout included:**

- Repainting water towers
- Street signage/wayfinding
- Building and office signage
- Fleet vehicles
- Uniforms
- New business cards and letterhead



# How is the brand received?

**The Dallas Morning News**  
Texas' Leading Newspaper Dallas, Texas, Thursday, Feb. 3, 2005

## It's Personal

Slogans can help cities capture a unique identity

**P**ersonality matters to cities. Image matters. Slogans too.

Sure, it's easy for the more cynical, especially editorial writers, to poke some fun at cities when they spend months and thousands of dollars on a new marketing slogan. And sometimes, cities like Dallas deliver more than such critics can hope for when they say they want to shed their J.R. Ewing-big-hair-1980s image and then stand behind something like "Live large, think big."

But McKinney, at least, has hit a home run. McKinney, Texas: Unique by nature.

The city plans to spend almost \$250,000 to launch a branding campaign, and already spent \$62,000 on the process of developing a logo and slogan. A consultant worked for months with residents and leaders to determine what set McKinney apart, what should make people want to live, visit or do business there. And then, of course, the consultant had to try to encapsulate that in a few key words.


Not an easy assignment, and not a perfect result. After all, does the slogan full-capture the city's rapid growth, the fact that it is a great place to embark, perhaps, on a new business venture? Eh. Or that it is home to the county's only business airport? Well...

But no slogan, no logo, can possibly capture all that a city is. If it could, then such a monolithic city probably is not worth marketing.

But "Unique by nature" works. The city is unique to its core, with one of the state's largest residential historical districts and the city's authentic downtown, which other cities have tried to duplicate in the name of "new urbanism."

And the city, though it is not discussed much, does have a greater diversity of natural beauty than almost any other in North Texas. Streams, grasslands, farmland and hills. Hills! Yes, McKinney has hills, in case you didn't know.

So does the new logo, which will start popping up on city vehicles and property around town. A welcome addition. A display of personality.



## EMBRACED BY THE COMMUNITY & MEDIA

- Outpouring of citizen support: 180,000+ brand ambassadors
- DMN - "McKinney has hit a home run."
- "Unique by nature" works. The city is unique to its core..."
- "...and the city does have a greater diversity of natural beauty than almost any other in North Texas."
- "A welcome addition. A display of personality."





Editorials **repeatedly reinforce** the brand and essence of the community.

McKinney was chosen for **the totality of assets** we have in the community, **not any one thing.**



**Reporter verified** everything we told her about McKinney **was true** in her **independent research** and talks with members of the community.



# Brand commitment: Holding true to its origins

## BUILDING A FLEXIBLE-GROWTH BRAND



- Designed to evolve and adapt with our growth – fastest growing city in nation at adoption
- Brand still holds true to city vision 13+ years later

### 2020 Vision Statement

McKinney, Texas is a natural beauty with a vibrant historic district, great places to live and a strong economy. People are friendly neighbors, experience convenient living and enjoy an active lifestyle. We take pride in McKinney! McKinney – A timeless community with infinite possibilities.

*(From the 2003 Council Goals and Strategic Plan)*

### 2040 Vision Statement

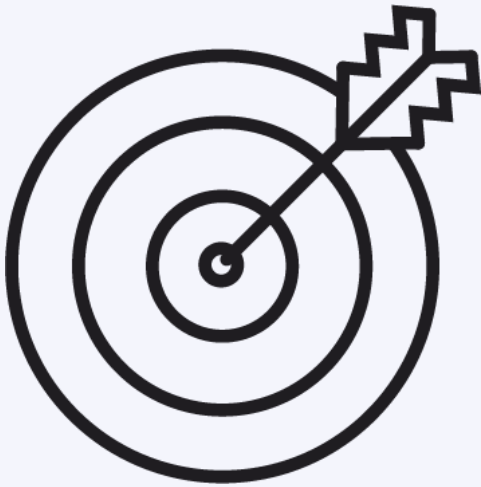
We are One McKinney – a united community that supports the diversity of its economy and people. We celebrate our natural and cultural assets, and invite private developments that create places of lasting value. Smart public and private investments ensure McKinney remains a top choice for people to live, work, play and visit through 2040 and beyond.

# How are we staying fresh?

## KEEPING IT CURRENT

- The best brands flex and change, but stay consistent over time
- Recognizable and protects investment
- Brand colors, fonts, color palettes and campaigns continually evolve with design trends





**How is the brand  
used in targeted  
marketing?**

## THE COMMUNICATIONS & MARKETING TEAM



**CoCo Good**  
Director



**Denise Lessard**  
Communications and  
Media Manager



**Michelle Feldker**  
Communications and  
Media Specialist



**Joey Barr**  
Video Producer



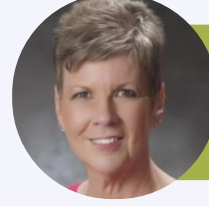
**Frances La Rue**  
Communications and  
Media Specialist



**Sidney Diongzon**  
Video Producer



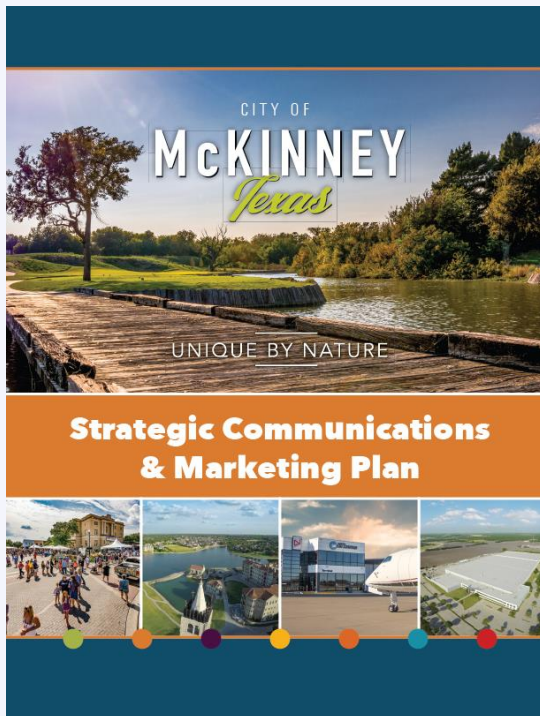
**Susan Mardele**  
Web Coordinator



**Laura Smetak**  
Graphic Designer

# Strategic marketing/campaigns

REPETITION & CONSISTENCY ARE KEY



- Marketing opens the door to the sale – awareness of who we are/what we have to offer (individual campaigns)
- Marketing toolkit to pull from - sub campaigns enhance and support the overall brand rather than divide the overall impact
- Partnership, data driven



# Umbrella branding architecture

## McKINNEY MARKETING STRATEGY – COLLECTIVE SUM



# City communications



## WHO WE ARE TALKING TO:

- Residents, businesses/developers, visitors (both established and potential) – The Live, Work, Play model
- Employees, job seekers
- Our neighbors – Our sister cities
- Media: News and editorial

## WHAT WE ARE SAYING:

- Overview of the community, who we are
- Individual messages from 25+ departments
- Transparency, open information
- Council messages and communications
- Crisis and public safety communication
- Internal employee communication



# Economic Development



## WHO WE ARE TALKING TO:

- Global and national corporate decision makers (our differentiators within Texas)
- Developers, brokers, site selectors and consultants
- Existing McKinney businesses for future growth/expansion/retention

## WHAT WE ARE SAYING:

- McKinney is pro-business, pro-growth
- Acclaimed quality of life, a place where businesses/employees want to call home
- Diverse economy, housing and workforce



# Community Development

*Buying local makes a lot of cents.*

Every time you **shop and dine** in McKinney, sales tax revenue stays in our community to support quality of life projects like **local parks, recreational facilities and annual events**. It's money well spent.



ENJOY ARTS IN BLOOM  
DOWNTOWN MCKINNEY  
APRIL 13-15

**McKinney Community Development Corporation**  
McKinneyCDC.org

**RETAIL DESTINATION MCKINNEY TEXAS**

POPULATION **359,241**  
2017 ESTIMATED RETAIL TRADE AREA POPULATION

AVERAGE HOUSEHOLD INCOME **\$125,712**

POTENTIAL RETAIL SALES **\$5,767,014,344**  
ACTUAL SALES **\$2,697,676,778**  
RETAIL OPPORTUNITY **\$3,069,337,566**

McKinney was chosen as Money Magazine's #1 Best Place to Live in America in 2016, and its historic downtown is a major tourist destination. We're growing and so are our retail opportunities.

RESTAURANTS • COMMERCIAL • SPECIALTY RETAIL • HOTELS

**McKinney Community Development Corporation**  
McKinneyCDC.org

Chris Thompson, President  
952.544.0296 • info@mcinneycdc.org  
Nancy Shapiro, Account City Manager  
952.544.0297 • info@mcinneycdc.org

**Community Impact**  
Making a Difference in McKinney



Every time you **shop and dine** in McKinney, sales tax revenue stays in our community to support quality of life projects like **local parks, recreational facilities and annual events**.



**McKinney Community Development Corporation**  
McKinneyCDC.org

**McKINNEY COMMUNITY DEVELOPMENT CORPORATION**


“McKinney awarded grant funds totaling more than **\$138,000,000**”

**Investing in McKinney**

Since 1996, the McKinney Community Development Corporation has been dedicated to making McKinney, Texas, an even better place for its residents to live and enjoy life.

By funding community and economic development projects, we strive to honor our past, celebrate today and plan for our future. McKinney's population is growing at a record pace, but we are committed to building fast to the values that make McKinney such a special place to live, work and visit.

**McKINNEY CDC**  
Unique by nature.



**McKinney Community Development Corporation**  
9900 E. Lake Forest Dr., Suite 100  
McKinney, Texas 75070  
214-544-0296  
info@mcinneycdc.org  
www.McKinneyCDC.org

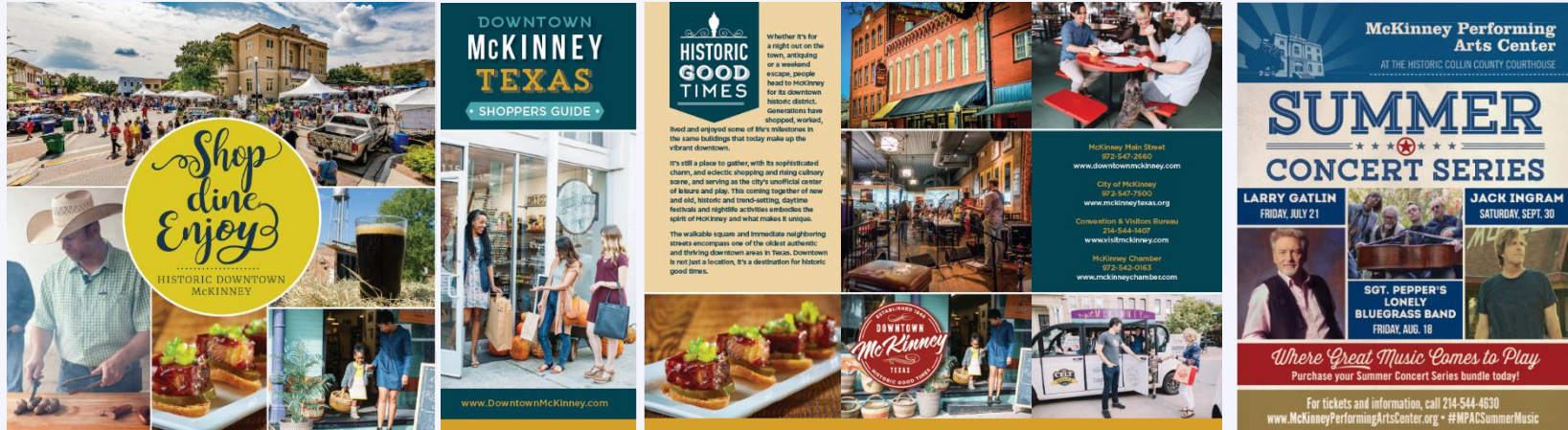
## WHO WE ARE TALKING TO:

- Local residents and businesses, visitors
- Prospective retail, restaurants and corporate considering relocation to McKinney
- Grant-eligible organizations

## WHAT WE ARE SAYING:

- Buying local supports quality of life projects
- Growing retail, restaurant and corporate opportunities
- Community impact, quality of life enhancements, grants

# Historic Downtown




## WHO WE ARE TALKING TO:

- Residents and potential local, regional and national visitors
- Businesses seeking unique location and atmosphere
- Event attendees

## WHAT WE ARE SAYING:


- Downtown as a unique shopping, dining and entertainment destination
- Community events in downtown
- Performances and events at MPAC
- Historic preservation of downtown: authentic historic district

[illegible]



# OUR VISION

The vision of the McKinney Convention & Visitors Bureau, is to attract guests and stimulate the local economy.



# OUR MISSION

The mission of the McKinney Convention & Visitors Bureau is to generate economic activity by attracting visitors to event spaces and local attractions.

## TEXAS HOTEL TAX EXPENDITURE REQUIREMENTS

**START-APPROVED DATES OF LOCAL HOTEL OCCUPANCY TAX REVENUES:** The first hotel room made available for use pursuant to the provisions of § 52.01, local hotel occupancy taxes, shall be the first date of occupancy for the hotel. The date of occupancy for a hotel is the date that the hotel first opens for occupancy to the public.

## PROJECT ON PURPOSE MUST MEET THE FOLLOWING CRITERIA:

**CRITERIA #1:** Every development project, including a hotel, must be a new hotel and a certain number of hotel rooms must be built before the first date of occupancy of the hotel.

## CRITERIA #2: Every development project, including a hotel, must be a new hotel and a certain number of hotel rooms must be built before the first date of occupancy of the hotel.

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## CRITERIA #12: Every development project, including a hotel, must be a new hotel and a certain number of hotel rooms must be built before the first date of occupancy of the hotel.



WE SPECIALIZE IN SMALL MARKET MEETINGS









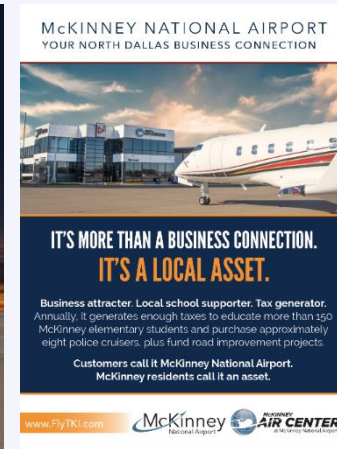
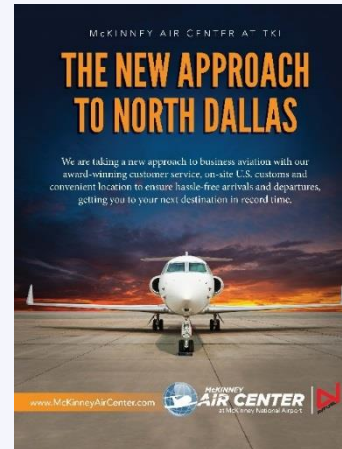
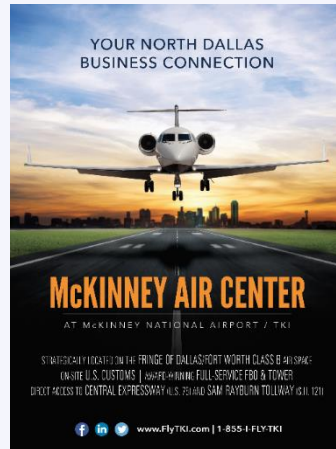
VisitMcKinney.com/TME | 888-649-8499

## WHAT WE ARE SAYING:

- McKinney as a destination for shopping, dining and entertainment
- Location close to Dallas
- Authentic historic district, natural settings
- World-class amenities and unique venues
- Great people and customer service



# Airport



## WHO WE ARE TALKING TO:

- Aircraft owners, pilots and operators
- Flight crews, schedulers and dispatchers
- Aeronautical businesses and service providers
- Corporate fleets
- Residents/businesses (awareness)

## WHAT WE ARE SAYING:

- Convenient ground and air location, close to Dallas and surrounding cities
- Onsite customs, award-winning customer service, air tower
- Local asset, tax generator, business attractor, school supporter

# Collaborative Marketing

MAKING THE MOST OF MARKETING DOLLARS



- Forbes
- USA Today
- D Magazine
- Dallas Morning News
- Southern Living
- Texas Monthly
- American Airlines
- Southwest Airlines Spirit
- Martha Stewart Living
- Food and Travel
- Trip Advisor
- Pandora
- Modern Luxury
- Super Bowl XLV
- Where and Where Maps
- Multiple magazine covers

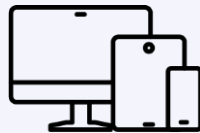
# Hitting your target

## STORYTELLING – VOLUME – CITY ALONE



### **Strategic Marketing and Creative Services**

- Advertising and marketing plans
- Brand management
- 200+ Campaigns developed in 2017
- 750+ graphic design pieces
- 30+ Publications
- 3 Citizen surveys



### **Digital Strategy and Online Communications**

- 2.3 million sessions on city websites in 2017
- 5.5 million page views on city websites in 2017
- 1 million social media impressions in 2017



### **Media and Public Relations**

- \$2.5 million positive media value in 2017



### **Video and Broadcast Services**

- 1 million+ minutes viewed on YouTube alone

# Award-winning communications

MEASURING SUCCESS THROUGH THE YEARS

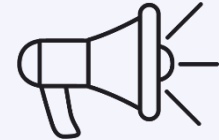
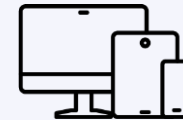


- Brand and strategic plans award winning
- Communications & Marketing Department – more than 70 awards since brand launch (plus partner entities)
- Shows quantitative measurements of success
  - Must show results gained
  - Serves as brand check up
- The Gold standard
  - Continue to consult with other cities locally, nationally and internationally



# Award-winning communications

12 AWARDS SINCE JANUARY 2018



## Best Internal Communications

- **Communications & Marketing Brochure**
  - TAMIO 1<sup>st</sup> Place
- **R.I.S.E. Campaign**
  - TAMIO 1<sup>st</sup> Place
  - Hermes Honorable Mention
- **2017 Employee Benefits Guide**
  - Hermes Gold

## Best Report

- **2017 Annual Progress Report**
  - TAMIO Award of Excellence
  - Hermes Platinum

## Best Graphic Design

- **McKinney National Airport Poster**
  - TAMIO Award of Honor
- **Police Department's Road Rage**
  - Hermes Honorable Mention

## Best Website

- **MEDC Website**
  - TAMIO Award of Honor
  - Hermes Honorable Mention

## Best Marketing Campaign

- **Water Service Line Replacement Program Campaign**
  - TAMIO 1<sup>st</sup> Place
  - Hermes Gold



# Living the brand



To view this video on YouTube: <https://youtu.be/VUztrboDtrU>



18-509

**TITLE:** Discuss Board and Commission Interview Committee and Liaison Assignments

**COUNCIL GOAL:** Safe and Secure Community  
(6E: Engage in Proactive and Formal Community Outreach to the Citizens of McKinney)

**MEETING DATE:** June 18, 2018

**DEPARTMENT:** City Council  
City Secretary

**CONTACT:** George Fuller, Mayor  
Sandy Hart, TRMC, MMC

**RECOMMENDED CITY COUNCIL ACTION:** Receive Mayor's Assignments

**ITEM SUMMARY:**

- The policy on Board and Commission Appointment and Eligibility that was amended on August 28, 2017, states:

"On or before June 30<sup>th</sup> of each year, the Mayor shall designate interview committees comprised of two (2) City Council members that will thereafter interview candidates for designated Boards or Commissions. The City Council shall set interview dates and times upon such designation. All Board and Commission interviews shall be held in an open public meeting with a posted agenda. Meeting agendas shall contain information stating that there may be a potential quorum of the City Council in attendance at each particular interview session, and any City Council member may attend; however such City Council members shall not participate as an interview committee member. A make-up interview meeting will be scheduled for any applicants that wish to attend and all City Council members may attend and participate in the interview meeting.

The Mayor shall establish liaison assignments consisting of two (2) City Council members for each of the following Boards or Commissions: MEDC, MCDC, MCVB, Main Street, McKinney Housing Authority, Parks, Recreation, and Open Space Advisory Board, and Planning and Zoning Commission. City Council

liaison assignments shall be of varying length, as the Mayor shall determine, rotating in accordance with a matrix or other method determined by the Mayor.”

- Mayor Fuller will present the liaison and interview committee assignments at the meeting.
- Candidate information will be provided to the Council during the week of July 2<sup>nd</sup>.
- Board and Commission Interviews will be conducted beginning the week of July 9<sup>th</sup>.
- The scheduled date for Council consideration of committee recommendations will be at a Special Meeting to be held at 5:30 p.m. on August 27, 2018.

**SUPPORTING MATERIALS:**

[08/27/17 Board and Commission Policy](#)  
[Liaison and Interview Assignments](#)  
[Interview Schedule](#)

**RESOLUTION NO. 2017-08-161 (R)**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS, AMENDING ITS POLICY FOR BOARD AND COMMISSION MEMBER APPOINTMENTS AND ELIGIBILITY; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the City Council of the City of McKinney, Texas, appoints citizens to the various boards and commissions each year; and

**WHEREAS**, on February 7, 2017, the City Council by motion amended its policy relative to the appointment process and service on boards and commissions, including the addition of a make-up interview session; and

**WHEREAS**, the City Council of the City of McKinney, Texas, desires to amend its policy regarding terms and maximum number of years of service and amend the application process for persons seeking appointment and further finds and determines that it is in the best interest of the City to amend its policy relative thereto.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS, AS FOLLOWS:**

Section 1. That the foregoing recitals are hereby found to be true and correct legislative findings of the City of McKinney, Texas, and are fully incorporated into the body of this resolution.

Section 2. That the City Council of the City of McKinney, Texas, does hereby amend the City of McKinney Policy on Board and Commission Member Appointment and Eligibility, a copy of which amended Policy is attached hereto as Exhibit A.

Section 3. That this Resolution shall become effective from and after its passage.

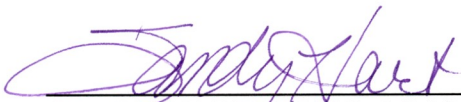
**DULY PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS, ON THIS 28<sup>th</sup> DAY OF AUGUST, 2017.**

CITY OF MCKINNEY, TEXAS



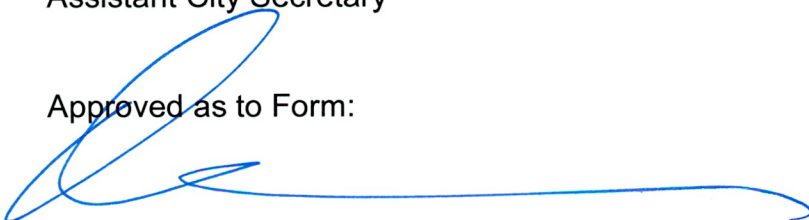
\_\_\_\_\_  
GEORGE C. FULLER  
Mayor

ATTEST:



\_\_\_\_\_  
SANDY HART, TRMC, MMC  
City Secretary  
DENISE VICE, TRMC  
Assistant City Secretary

Approved as to Form:



\_\_\_\_\_  
MARK S. HOUSER  
City Attorney



## EXHIBIT A

### **CITY OF MCKINNEY POLICY ON BOARD AND COMMISSION MEMBER APPOINTMENT AND ELIGIBILITY (Amended August 28, 2017)**

#### **I. Overview.**

The City Council is very interested in citizens serving as members of the City of McKinney boards or commissions. Citizens can provide an invaluable service to the City of McKinney through board membership and participation. Board and commission members volunteer many hours annually, sharing their time and expertise, and learning more about the City through their membership. Boards and commissions are established to offer citizens an extraordinary opportunity to participate in the City's governmental affairs and influence public policy in many areas. The City has several boards, commissions and committees that endeavor to reflect the varied interests of our City's citizenry.

Some of the City's boards and commissions are required and established by state statute, while others result from provisions of the City of McKinney Home-Rule Charter or from local ordinances. Where discrepancies exist between individual board and commission bylaws and this policy, this policy shall apply, subject however to any superseding state law. A number of the bodies exercise legal authority in some aspect of City government. Although many boards and commissions are advisory only, their influence and value can be significant. They make recommendations on a wide range of topics that eventually come before the City Council.

#### **II. Appointment Process.**

City Council members shall actively recruit candidates for service on City boards and commissions. Recognizing the City has four City Council districts, the City Council will strive to have adequate representation from all geographic areas of the city in the overall appointment process. The City Council shall endeavor to appoint Board and Commission membership reflective of the City of McKinney's diversity of residents.

On or before June 30<sup>th</sup> of each year, the Mayor shall designate interview committees comprised of two (2) City Council members that will thereafter interview candidates for designated Boards or Commissions. The City Council shall set interview dates and times upon such designation. All Board and Commission interviews shall be held in an open public meeting with a posted agenda. Meeting agendas shall contain information stating that there may be a potential quorum of the City Council in attendance at each particular interview session, and any City Council member may attend; however such City Council members shall not participate as an interview committee member. A make-up interview meeting will be scheduled for any applicants that wish to attend and all City Council members may attend and participate in the interview meeting.

Council member interview committees are encouraged to confer upon and prepare a list of recommended nominees from the applicants/interviewees of their committees' respective Boards or Commissions. When there are sufficient numbers of qualified applicants, it is recommended that each interview committee propose to the entire City Council a nomination list of twice the number of openings on each particular board. After the interview process is complete for any or all Boards or Commissions, the entire City Council will consider the recommendations and nomination lists of the interview committees, as well as any other council member nominations for Eligible Applicants, during a posted public meeting in open session; however, the City Council may consider and confer upon any recommendation in a closed session under the Texas Open Meetings Act. The City Council shall make appointments through an "open preference procedure" wherein each City Council member's preferences are openly registered prior to the presiding officer's acceptance of any motion for approval of an appointee(s) for an unfilled position(s). Council discussion regarding applicants during



the preferencing process is limited to information contained on the applicant's application or resume. Orientation sessions for new board or commission members shall be held annually for new appointees.

The Mayor shall establish liaison assignments consisting of two (2) City Council members for each of the following Boards or Commissions: MEDC, MCDL, MCVB, Main Street, McKinney Housing Authority, Parks, Recreation, and Open Space Advisory Board, and Planning and Zoning Commission. City Council liaison assignments shall be of varying length, as the Mayor shall determine, rotating in accordance with a matrix or other method determined by the Mayor.

The role of the liaisons is to attend meetings and report to the City Council any information related to action taken by the Board or Commission at said meeting. In the event the Board or Commission requests input from the City Council, the liaisons shall advise the Board or Commission that the City Council will be briefed on the issue and the position of the City Council will thereafter be relayed to the Board or Commission, by the liaisons or the entire City Council, as the case dictates. The liaisons shall use best efforts to not initiate communications during a Board or Commission meeting regarding a) his or her personal opinions regarding any issue before the Board or Commission; b) suggested actions to be taken by the Board or Commission; or c) opinions pertaining to actions previously or subsequently taken by the Board or Commission. The liaisons shall be responsible for communicating to the Board or Commission the position of the City Council only upon the City Council providing information or direction to the liaisons after the City Council has been fully-apprised of the issue. The liaisons shall also communicate to the Board or Commission any requests for information from the City Council and shall report back to the City Council the response to said requests based on the position of the entire Board or Commission and not of any single Board or Commission member.

Each Board or Commission having liaisons shall report in its respective minutes submitted for approval by the City Council any and all comments made by both Board or Commission members and City Council liaisons during any Board or Commission meeting.

All Board or Commission meetings shall be posted with a notice that a potential quorum of the Council may be in attendance pursuant to Texas Open Meetings Act.

The provisions herein for communications between the Board or Commission members and the liaisons shall apply to all Council members attending a Board or Commission meeting.

### **III. Eligibility and Membership Criteria.**

- (a) Written Application/Eligible Applicant. A signed, current application is required for appointment for service on any board or commission. The City Council shall consider any person an "Eligible Applicant" who has satisfied the foregoing and the residency requirements of (b) below prior to being sworn-in to an appointive position on a board or commission. Applications are valid for one (1) year from receipt by the City Secretary's office after which time the application(s) will be considered lapsed. Without exception, no lapsed application will be considered after the third Friday in June of each year, the Application Deadline Date. An Eligible Applicant may be appointed to any board or commission regardless of the applicant's stated preference; however, the City Council endeavors to duly consider the preferences of all applicants.
- (b) Residency. Unless the authorizing ordinance or law creating a Board or Commission specifically allows otherwise, all applicants and appointees must continuously reside within and be qualified voters of the City of McKinney, Texas. All applicants shall be responsible for establishing proof of residency to the City Secretary under this subsection, and the City



Secretary shall make all determinations of residency hereunder. All applicants shall provide their voter registration number on the application, and all applicants and appointees shall be registered to vote in the City. The City Secretary may request a current voter registration card as circumstances warrant. The residence address contained on an applicant's or appointee's voter registration or on a current voter registration card provided by an applicant to the City Secretary shall be determinative of residency. If a question of residency is presented to the City Secretary in writing, the affected board or commission member shall submit to the City Secretary any utility account statement in the name of the board or commission member for a residence address within the corporate limits along with a sworn statement (notary not required) that such residence address is the applicant's residence. The receipt of the foregoing by the City Secretary shall be conclusive proof of residency under this subsection. Board and commission members shall notify the City Secretary of any change in residency status at least two (2) weeks prior to such change. For board and commission positions which may be filled by non-residents, such applicants shall be qualified voters, registered to vote in the precinct in which they reside.

- (c) Term. All terms shall be two (2) years unless such terms are otherwise modified by the City Council, governed solely by State law, or established by ordinance. Notwithstanding the foregoing and subject to the provisions for immediate removal in (k) below, the City Council shall annually review the performance of all board and commission members during the Appointment Process. Subject to the provisions for immediate removal in (k) below, appropriate appointments and removals shall be considered in conjunction with such annual review. For those board and commission members appointed to boards which are transitioning from 1-year to 2-year terms on August 28, 2017, a simple majority of each board shall be appointed to 2-year terms, and the remainder of each board shall be appointed to 1-year unexpired, remainder terms of newly-created, 2-year terms. The purpose of the foregoing is to create board and commission member continuity through staggered board appointments.
- (d) Appointments. Appointments shall be made once a year, and are effective on October 1 unless the appointment is made for filling a vacancy in which case the appointment shall be for the remainder of the term filled.
- (e) Attendance. Subject to the provisions for immediate removal in (l) below, attendance shall be reviewed annually during the board appointment process. A board or commission member shall attend seventy-five percent (75%) of the board meetings to be considered for continuation of any current term and for reappointment to any subsequent term. Subject to the provisions for immediate removal in (l) below, failure to attend 75% of the meetings shall result in the board member not being reappointed by the City Council unless the City Council finds good cause for such reappointment based on special circumstances presented by the board member.
- (f) Alternate Member for Planning and Zoning Commission. The City Council shall appoint one (1) alternate member (the "Alternate") for the Planning and Zoning Commission. The Alternate shall serve in the place of a seated member only in the physical absence (i.e. not due to conflict or abstention) of a seated member. The Alternate is encouraged to attend all meetings; however, the Alternate shall not participate as a member in the deliberations (open session) or discussions (closed session) of the Planning and Zoning Commission unless he or she is sitting for an absent, seated member. The Alternate may participate during those portions of meetings when the public at large may participate. The Alternate shall serve for the same term length as seated members. Service of Alternate shall not count against any term limits under (g) below. Any Alternate



appointed to any board or commission prior to August 3, 2015 shall continue to serve until September 30, 2016.

- (g) Term Limits. The limit for consecutive service on the same board or commission is three (3) consecutive, full terms, regardless of term length (2-year, 3-year, etc.). Any member appointed to fill the remainder of an unexpired term shall be eligible to serve three (3) consecutive, full terms thereafter.
- (h) Multiple Service. Board and commission members shall not serve concurrently on more than one board or commission.
- (i) Spousal Service and Nomination/Voting Procedures. Spouses may serve concurrently on separate boards or commissions; however no concurrent spousal service shall be permitted on any combination of the following boards and commissions: McKinney Economic Development Corporation, McKinney Community Development Corporation, Main Street Board, McKinney Housing Finance Corporation, and McKinney Convention and Visitors Bureau. Spouses may serve concurrently on any separate board or commission not listed herein. City Council members shall not knowingly participate in voting for or appointing any relative within the second degree of consanguinity or affinity to any board or commission<sup>1</sup>. In the event a relative of a City Council member is recommended for a board or commission position at the time of preferencing, the City Council member who is related shall step down from the vote for such board appointments. City Council members shall not knowingly nominate, appoint or vote to nominate or appoint any person who is a member or employee, whether compensated or non-compensated, of a business entity of which the City Council member is also a member or employee. "Business Entity" shall mean a sole proprietorship, partnership, limited partnership, firm, corporation, limited liability company, holding company, joint-stock company, receivership, trust, unincorporated association, or any other business entity recognized by law. Applicants shall disclose on the application any membership or employee status in a business entity involving the applicant and a City Council member.
- (j) Commitment. Board and commission members shall support the annual goals of the City of McKinney.
- (k) Removal. Notwithstanding any provision of Section III (a)-(l), the City Council may remove any board or commission member at any time, with or without cause, including but not limited to the failure to attend seventy-five percent (75%) of board meetings. Failure to adhere to any of the policies contained in this Section III or in Section IV below may subject the member to immediate removal by the City Council.
- (l) Resignation Upon Filing for Elective Office. Any appointed member of any board or commission who files for any City Council, Independent School Board (located within the city limits) or Collin County elective office other than that which he or she is holding at the time of filing for elective office, shall resign from his or her appointive position concurrently with the filing for such elective office. If the board or commission member fails to resign, the appointive position shall be automatically vacated by the member as of the date of filing for elective office.

#### IV. Practices

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<sup>1</sup> Second Degree of Consanguinity and Affinity relatives: mother, father, son, daughter, brother, sister, grandmother, grandfather, grandson, granddaughter, husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, stepdaughter, sister-in-law, brother-in-law, spouse's grandmother, spouse's grandfather, spouse's granddaughter, spouse's grandson.



- a) Disclosure of Vendor Relationships/Board member training. All members of any board or commission shall complete the required annual disclosures under Texas Local Government Code Chapter 176 whenever they contract with or are otherwise doing business with the City under applicable sections of this state law. Training on open government procedures and expectations for ethical conduct will be made available to all boards and commission members on an annual basis.
- b) Disclosure of interests. A City Council member or a board or commission appointee shall not participate or vote on a matter involving any entity on whose board the City Council member or appointee serves in any capacity or for which he/she is employed.
- c) Appointed board or commission members appearing before any board or commission. Board or commission members may not appear on behalf of a business, client, or other private or public interest before any City board or commission, save and except for an appearance concerning a business or property owned in whole or in part by such member, where approval by said board or commission is required for action by the business, client, private or public interest during their term on such board or commission.
- d) Appointed board or commission members doing business with the City. A board or commission member is prohibited from contracting or otherwise doing business with any board or commission during the member's term on any board or commission.
- e) Appointed board or commission member using board position status in public forum. Except while acting in a meeting on his/her appointed board or commission, a board or commission member shall not use his/her board title or position in communicating opinions or issues in a public forum, either written or oral. The purpose of this provision is to avoid confusion regarding the attribution of the member's statements, whether intended or not, to the member's board or to the City of McKinney. Upon receipt of notice of any member's communication contrary to this subsection, the City Manager shall place an item on the next available City Council agenda for consideration of removal of such member.

**V. Official Notification.**

- (a) A letter of appointment shall be sent to each member appointed to a board or commission.
- (b) A letter of gratitude shall be sent to each retiring member.

Board or Commission	B&C Council/Committee Member	B&C Council/Committee Member
Animal Services	Phone Interivew Only	Charlie Philips
Armed Services	La'Shadian Shemwell	Chuck Branch
Arts Commission	George Fuller	Tracy Rath
Board of Adjustment	Rainey Rogers	George Fuller
Building & Standards	George Fuller	Rainey Rogers
Community Grants	Tracy Rath	Scott Elliott
Historic Preservation	Rainey Rogers	Charlie Philips
Housing Authority	La'Shadian Shemwell	Chuck Branch
Housing Finance	Scott Elliott	Chuck Branch
Library	La'Shadian Shemwell	Charlie Philips
Main Street	Tracy Rath	Charlie Philips
MCDC	Tracy Rath	George Fuller
MCVB	Rainey Rogers	La'Shadian Shemwell
MEDC	George Fuller	Scott Elliott
P&Z	Charlie Philips	Chuck Branch
Parks	Rainey Rogers	Scott Elliott

Liaisons

- Other Committees:
- Metroplex Mayors Association

NCTCOG - Chief Elected Official Board

Regional Transportation Council

DRMC

PRIL

Investment Committee

Audit Committee

Council member	Council member	Council member
Mayor		
Mayor		
Mayor	Nate Pike -Mayor City of Anna	
Mayor		
Charlie Philips	Tracy Rath	
Mayor	Rainey Rogers	Scott Elliott
Rainey Rogers	Scott Elliott	Mayor

**2017-2018**  
**BOARD COMMISSION INTERVIEW SCHEDULE**

[illegible]