

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**JANUARY 26, 2017**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on January 26, 2017 at 8 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Hamilton Doak, Treasurer David Myers, Michelle Gamble, Rick Glew and Jackie Brewer.

City Council Present: Councilwoman Tracy Rath and Council member Rainey Rogers.

Staff Present: President Cindy Schneible.

City Staff Present: City Manager Paul Grimes, Assistant City Manager Barry Shelton, Director of Strategic Services Chandler Merritt, Director of Parks and Recreation Rhoda Savage, Assistant Director of Parks and Recreation Ryan Mullins, MPAC/Main Street Director Amy Rosenthal, Airport Operations Manager Eric Pratt, Senior Financial Analyst Trevor Minyard, MEDC President Darrell Auterson, MCVB Communications/Marketing Manager Beth Shumate, City Secretary Sandy Hart and MEDC Executive Assistant Sheri Van Slycke.

There were nine guests present.

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

- 17-102** Chairman Kuehn called for action on the Minutes of the McKinney Community Development Corporation Meeting of December 22, 2016. Board members unanimously approved the motion by Board member Gamble, seconded by Vice Chairman Clarke, to approve the December 22, 2016 minutes.
- 17-103** Chairman Kuehn called for the December Financial Report. Senior Financial Analyst Trevor Minyard reported the revenue is above budget YTD by 18.22%. Sales tax figures came in 9.19% above last year's collection through December. Expenditures are below budget in total.

The majority of MCDC fund's expenditures for December have been expenses related to The Apex Centre project. The MCDC has made over \$28.6 million in expenditures related to the construction of The Apex Centre.

**17-104** Chairman Kuehn called for the Board and Liaison Updates.

City of McKinney - City Manager Paul Grimes reported Friday, January 20<sup>th</sup>, City Council held their Strategic Planning meeting and will be finalizing documents to present to all the City of McKinney Boards and departments soon. Staff has developed a funds flow chart for the airport for the years 2014, 2015 & 2016 available on the City of McKinney website under the Transparency section.

Parks and Recreation - Director of Parks and Recreation Rhoda Savage expressed her appreciation to the MCDC Board and President Schneible for all their participation and support for The Apex Centre project. Ms. Savage updated the Board on the current projects underway with Parks and Recreation. In conclusion, Ms. Savage invited the Board to The Apex Centre Ribbon Cutting ceremony to be held on February 4<sup>th</sup>.

Main Street/MPAC – MPAC/Main Street Director Amy Rosenthal reported Saturday, January 28<sup>th</sup> MPAC will host Classics on the Square. Later that evening, The Hillbenders will showcase their own brand of Bluegrass Opry. Cinema Vivant, the Hot Club of San Francisco will perform on February 4<sup>th</sup>. John Fleming is donating his McKinney Art Series to MPAC with a total value of over \$100,000.

McKinney Economic Development Corporation – MEDC President Darrell Auterson provided an update on the Gateway project. On January 17<sup>th</sup>, MEDC received five responses to the Gateway development RFQ from developers that are considered very strong candidates. A project team of 13 members, which includes MEDC Board members, City staff and President Schneible, are currently reviewing and scoring the RFQ's to determine which two finalists will be brought in for interviews. Final

decisions are scheduled to be made in early March. In closing, the MEDC Five Year Strategic Plan should be complete by April.

McKinney Convention and Visitors Bureau– MCVB Communications and Marketing Manager Beth Shumate reported MCVB is continuing to work with the Farmers and Ranchers Association for their September 2017 event and the Texas Downtowners Association for November 2017. The new opening date for the Holiday Inn at Craig Ranch is now mid-February. Ms. Shumate expressed her appreciation to President Schneible and the MCDC Board for partnering with the MCVB to promote the new Visit Widget mobile app.

**17-105** Chairman Kuehn called for the President's Report. President Schneible directed the Board to the reports attached to the agenda. Ms. Schneible and Board member Glew met with the Parks and Recreation staff to discuss the possibilities of digital signage and signage interior to parks. After discussions with Mr. Grimes, there is support to continue the conversation and seek pricing for a beta project. Ms. Schneible is continuing the research with Main Street Staff and tent vendors for large, portable shade options for Downtown McKinney events.

**17-106** Chairman Kuehn called for the Consideration/Discussion/Action on Promotional and Community Event Grant Application Submitted by 3e McKinney (PC#17-01) in the Amount of \$4,000 for Advertising and Promotion of the 2017 Run for Cover Event. Prior to sharing funding recommendations for the Promotional and Community Event Grant applications reviewed by the promotional grant subcommittee, Treasurer Myers outlined the process and eligibility requirements for funding. Promotional and Community Event grants must promote the City of McKinney for the purposes of tourism and business development. The total amount of funding allocated for Cycle I was \$50,000. Total grant requests received exceeded that amount, so in some instances, the subcommittee recommended an adjustment to the funding requested in

the application. Board members unanimously approved the motion by Board member Glew, seconded by Vice Chairman Clarke, to approve the grant application in the amount of \$3,750.

**17-107** Chairman Kuehn called for the Consideration/Discussion/Action on Promotional and Community Event Grant Application Submitted by Collin County Historical Society and Museum (PC#17-02) in the Amount of \$6,225 for Advertising and Promotion of the World War I Centennial Commemoration. Board members unanimously approved the motion by Secretary Doak, seconded by Board member Brewer, to approve the grant application in the amount of \$6,225.

**17-108** Chairman Kuehn called for the Consideration/Discussion/Action on Promotional and Community Event Grant Application Submitted by Heard-Craig (PC#17-03) in the Amount of \$3,000 for Advertising and Promotion of the Art Meets Floral Event. Board members unanimously approved the motion by Board member Gamble, seconded by Board member Glew, to approve the grant application in the amount of \$3,000.

**17-109** Chairman Kuehn called for the Consideration/Discussion/Action on Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC#17-04) in the Amount of \$12,500 for Advertising and Promotion of the 2017 Farmer's Market, Tour de Coop and Ice Cream Crank-off Events. Board member Glew recused himself from the discussion and vote for agenda item #17-109. Board members approved the motion by Vice Chairman Clarke, seconded by Board member Gamble, to approve the grant application in the amount of \$12,500, by a vote of 6-0-1, with Board member Glew abstaining. Board member Glew returned to the meeting after the vote.

**17-110** Chairman Kuehn called for the Consideration/Discussion/Action on Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC#17-05) in the Amount of \$5,000 for Advertising and Promotion of the 2017 Historic McKinney Triathlon and

Kids Triathlon. Board members unanimously approved the motion by Secretary Doak, seconded by Board member Brewer, to approve the grant application in the amount of \$3,525, with the stipulation that funds are not to be used for T-shirts and medals.

**17-111** Chairman Kuehn called for the Consideration/Discussion/Action on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#17-06) in the Amount of \$15,000 for Advertising and Promotion of the 2017 Arts in Bloom Event. Board members unanimously approved the motion by Board member Glew, seconded by Secretary Doak, to approve the grant application in the amount of \$15,000.

**17-112** Chairman Kuehn called for the Consideration/Discussion/Action on Promotional and Community Event Grant Application Submitted by DEAR Texas (PC#17-07) in the Amount of \$6,350 for Advertising and Promotion of McKinney Square Book Festival Event. Board members unanimously approved the motion by Board member Brewer, seconded by Vice Chairman Clarke, to approve the grant application in the amount of \$6,000.

**17-113** Chairman Kuehn called for a Public Hearing and Consideration/Discussion/Action on Project #17-01, Submitted by the City of McKinney in the Amount of Three Million, Five Hundred Thousand Dollars (\$3,500,000) for Partial Funding for an Expansion to the McKinney StarCenter; Estimated Project Construction Cost is \$8,500,000; the Amount Requested Represents 42% of the Total Estimated Construction Cost. Assistant City Manager Barry Shelton provided the presentation to the Board. The Dr Pepper StarCenter is currently about 85,000 square feet that contains two sheets of ice. Due to overwhelming demand and use of the existing facility, the StarCenter would like to expand by 46,000 square feet for one additional sheet of ice and 1,800 bleacher and suite seats. The expansion would allow for

larger events and tournaments that would translate to amplified promotion of and tourism for McKinney. The StarCenter is a City of McKinney facility and is leased to the Stars to operate with a 20-year lease. The \$8.5 million does not include the cost of the land. Land purchase price will be negotiated with the land owner and funded by revenue generated from a percentage of property taxes collected in a benefit zone in the vicinity of the facility. The request presented today is a \$3.5 million grant and the City of McKinney will provide an additional \$5 million. McKinney StarCenter General Manager Todd Cochran provided additional information regarding the growth of the facility and the need for expansion. Board members unanimously approved the motion by Treasurer Myers, seconded by Board member Brewer, to approve closing the public hearing.

- 17-114** Chairman Kuehn called for a Public Hearing and the Consideration/Discussion/Action on Project #17-02, Submitted by McKinney Main Street in an Amount not to Exceed Twenty-Five Thousand Dollars (\$25,000) for the Purchase of a Polaris GEM, to Provide Downtown Shuttle Service between Remote Parking Areas and the Commercial Core; Total Estimated Project Cost is \$55,000 Including Vehicle Purchase and Operating Costs; the Amount Requested for Vehicle Purchase Represents 46% of Total Project Cost. Director Amy Rosenthal provided the presentation to the Board. Downtown parking is a big concern for visitors and businesses, which makes it a priority for the City. The proposed GEM shuttle is an electric vehicle that will seat up to six people. The GEM will not maintain any fixed route and is free to riders. Operating expenses, including the driver salary, will be funded through sponsorships and advertising opportunities. The sides, top and interior of the GEM provide ample space for branding. Service hours will be approximately 20 hours per week, mostly weekends. Secretary Doak questioned the viability of using the underutilized trolley in which the City

has already invested. Ms. Rosenthal explained the challenges including the increased cost of the driver due to needing a commercial license, as well as the difficulty the trolley has in negotiating downtown streets and parking. Board members commented how beneficial to seniors and the handicapped this shuttle service could be due to the lack of handicapped parking. City Manager Grimes offered his support of the GEM initiative to positively impact public perception of traversing downtown McKinney, as well as testing the waters of viability for the future. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Glew, to approve closing the public hearing.

- 17-115** Chairman Kuehn called for the Consideration/Discussion/Action on 2017 Quality of Life Award. President Schneible shared that each year the CDC Board selects a Quality of Life recipient and presents an award at the McKinney Chamber Community Celebration Event. The nomination period was November 2016 through January 5, 2017. The criteria for nomination is an organization or individual that promotes, develops or creates a better quality of life in McKinney, whether through social, economic or environmental impact or project that affects the community at large. Last year, the Board opted to give two awards, one individual and one organizational. The Board decided again this year to follow the same format. Board members unanimously approved the motion by Secretary Doak, seconded by Vice Chairman Clarke, to select North Collin County Habitat for Humanity for the 2017 Quality of Life Award under the Organization category. Board members unanimously approved the motion by Board member Glew, seconded by Board member Gamble, to select Ruth Thompson, Founder of Hugs Café, for the 2017 Quality of Life Award under the Individual category.

Chairman Kuehn called for citizen comments and there were none.

Chairman Kuehn called for Board and Commissioner comments. Board member Glew added his support to Secretary Doak's earlier comment concerning re-opening the

conversation about a multi-use performing arts center. Vice Chairman Clarke expressed his support for the large, portable shade options for Downtown McKinney events. Chairman Kuehn mentioned his concern for the lack of lighting on The Apex Centre signage. Mr. Kuehn thanked the grant subcommittee for their time and dedication.

Board members unanimously approved the motion by Treasurer Myers, seconded by Vice Chairman Clarke, to adjourn the meeting. Chairman Kuehn adjourned the meeting at 10:00 a.m.

---

KURT KUEHN  
Chairman