

McKinney Development Council

July 16, 2018 City Council Work Session

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Background

Relationships have served as the foundation for development in McKinney for decades.

These relationships were borne from an intentional focus from City Staff on partnerships and facilitation.

The relationships established with McKinney's Development Community have served the community well and have led to numerous accolades and service level improvements including, but not limited to:

- Being named one of the fastest growing communities in the US;
- Being named one of the best places to live in the US;
- Being named one of the best places to raise a family in the US;
- The creation of new processes aimed at making developing in McKinney easier; and
- The modification of ordinances and regulations making existing processes more efficient.

Background

The City is committed to providing the best services possible but to do so we need specific, constructive, and actionable feedback in order to continue improving our services in a manner which exceeds our partners' expectations.

Historically, in order to solicit more meaningful feedback from partners, City Staff partnered with the McKinney Economic Development Corporation's (MEDC) Business Retention and Expansion Program (BREP) to facilitate meetings wherein issues with the development process could be discussed and improved with involvement from members of the Development Community.

Over time, participation at these BREP meetings (also referred to as the Development Advocacy Group) waned, agendas became redundant and the effectiveness of them was questioned. Recently, Staff modified the subject matter to address specific topics but that also seemed ineffective in recharging the momentum of the meetings.

BREP/DAG = McKinney Development Council

Ultimately, we recognize that strong relationships and effective communication will be critical to improving our services to consistently exceed our development partners' expectations. As such, it is our intention to renew and refocus our commitment to building the relationships necessary to create and maintain a strong and resilient community.

In this spirit, City Staff, along with our partners at MEDC and the Chamber of Commerce, would like to recommend the creation of a **McKinney Development Council**.

The McKinney Development Council would meet as needed and would serve as an advisory committee to City Staff and could help the community in the following ways:

- Bring issues with the development process forward for discussion and resolution;
- Serve as a sounding board for process improvements or service level enhancements;
- Serve as a review committee for pending ordinance amendments and other regulatory modifications;
- Serve as a resource regarding innovative ideas being implemented successfully in other communities in the region; and
- Serve as advocates in the region for development in McKinney.

City Council Input Needed

Does the City Council support the establishment of a McKinney Development Council?

If so, would the City Council be prepared to identify and appoint the following members to the McKinney Development Council?

- 2 members of the City Council;
- 2 members of the Planning and Zoning Commission;
- 2 members of the Chamber of Commerce's Board of Directors*;
- 2 McKinney business owners*;
- 4 industry professionals working in McKinney (ex: engineers, planners, contractors, developers, etc.); and
- 4 miscellaneous members of McKinney's Development Community.

** Staff recommends that these members be appointed by the Chamber's Board of Directors.*

Discussion/Questions?

