

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

DECEMBER 20, 2018

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, December 20, 2018 at 8 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Jackie Brewer, Treasurer Rick Glew, Mary Barnes-Tilley, Kathryn McGill, Angela Richardson-Woods.

Absent: None.

City Council Members Present: Mayor George Fuller, Mayor Pro-tem Tracy Rath.

Staff Present: MCDC President Cindy Schneible; City Manager Paul Grimes; Director of Parks and Recreation Michael Kowski; Chief Financial Officer Mark Holloway; Main Street and MPAC Director Amy Rosenthal; MCDC Administrative and Marketing Coordinator Linda Jones; and MEDC Administrative Assistant Deana Smithee.

There were several guests present.

Chairman Kuehn called the meeting to order at 8:03 a.m. after determining a quorum of the board was present.

18-1078 Minutes of the McKinney Community Development Corporation Meeting of November 15, 2018.

Chairman Kuehn called for action on the Minutes of the McKinney Community Development Corporation Meeting of November 15, 2018. Board members unanimously approved the motion by Board member Mary Barnes-Tilley, seconded by Board member Angela Richardson-Woods to approve the November 15, 2018 minutes of the McKinney Community Development Corporation.

18-1079 Chairman Kuehn called for Financial Report presentation.

Mark Holloway, City of McKinney Chief Financial Officer, called attention to the November financial reports. Mr. Holloway highlighted that as of November, which represents the September tax collections, we are up about 1% over last year, while seeing an overall 2.9% increase over last

year for the first two months of this fiscal year. Mr. Holloway reminded the Board that the goal for this is a tax collection increase of 4.4% over last year, and he anticipates seeing higher results in the February report which would include the December holiday boost.

Chairman Kuehn called for Board and Liaison Updates.

Board Chairman. Mr. Kuehn led celebratory song for Angela Richardson-Woods' birthday. Mr. Kuehn then presented a Christmas gift from the Board to Cindy Schneible, MCDC President, of membership in the McKinney Heritage Alliance.

City of McKinney. City Manager Paul Grimes provided updates on six items. The Santa's Helper Toy Drive was a huge success with the City donating over 3,600 toys and 69 bicycles. The 35-member Bond Committee will conclude its meetings and discussions with a recommendation at their January 9th meeting. Council will need to vote to call for a bond election no later than February 15 in order for a bond referendum to be placed on the May election ballot. Mr. Grimes congratulated the MISD and MCVB on hosting the NCAA Division II Championship game in the new stadium. He reported that the NCAA expressed that it was a great experience for fans and athletes and that the game afforded great exposure for McKinney. Mr. Grimes reported that the McKinney Development Committee held its inaugural meeting. The purpose of this committee is to better understand the perspective of developers regarding the city's development process and to provide input as the City moves forward with changes to zoning ordinances. Mr. Grimes reminded the Board and attendees that the Rotary Parade of Lights will go on this evening as rescheduled. Mr. Grimes announced that the City will conduct the National Citizens survey in mid-January. The City conducts this scientific survey every two years to collect public feedback to provide a measure for how the City is doing which is useful

for staff and elected officials as we serve the citizens of McKinney. He addressed a question from Kathryn McGill regarding the delivery of the survey. About 1,200 surveys are mailed with 600-700 returned, which provides a +/- 4% margin of error.

McKinney Convention and Visitors Bureau. Ms. Schneible referred board members to the report attached to the agenda for an update from the MCVB.

McKinney Economic Development Corporation. Ms. Schneible referred board members to the report attached to the agenda for an update on MEDC activities.

McKinney Main Street/MPAC. Director Amy Rosenthal thanked board members for their support of the Home for the Holidays event which was a huge success including a record-setting tree lighting. Ms. Rosenthal reminded board members and attendees that there are 120 shops in Downtown McKinney providing great resources to buy local. Ms. Rosenthal announced several of the upcoming calendar events and encouraged participation. Mr. Kuehn thanked Ms. Rosenthal and her team for the excellent execution of the Home for the Holidays event.

McKinney Parks and Recreation. Parks and Recreation Director Michael Kowski provided an update. Mr. Kowski gave special thanks and recognition to the staff at Old Settler's Recreation Center for their teamwork in providing excellent service to their members. He reported that the Parks and Recreation staff meetings have recently hosted speakers to provide learning for staff. Mr. Kowski announced the formation of the McKinney Parks Foundation and yielded the floor to President Rick Moreno. Mr. Moreno reported that the foundation coordinates volunteer efforts in the parks with various groups including corporations, Young Men's Service League and Eagle Scouts. The foundation has worked on several projects already and will focus on various efforts including the nature trails behind the community center

and projects to help prepare the McKinney Greens property to be converted into a nature preserve in the future. Mr. Glew asked how the foundation was funded, and Mr. Moreno stated that they have not spent money to date, but may apply for a grant in the coming year for some concrete benches. Mr. Kowski thanked Mr. Moreno for the work of the foundation and stated that it is great to have a partner in the community to help with parks improvements. Mr. Kuehn asked about the status of the All Abilities Playground in Bonnie Wenk Park. Mr. Kowski responded that construction is ongoing and the playground is on pace for a Spring grand opening.

18-1081 President's Report. Ms. Schneible introduced and welcomed Linda Jones, new MCDC staff member, and thanked Deana Smithee for her help and support. Ms. Schneible referred board members to the information attached to the agenda. Additionally, Ms. Schneible encouraged members to take a look at the two reports from grant recipients, the Crape Myrtle Trails Run and the McKinney Wine & Music Festival. A third report was received this morning and will be included in next month's agenda. Ms. Schneible reminded board members and attendees that we are currently receiving applications for project grants through December 31. Also, in January we will begin accepting applications for the first Retail Development Infrastructure Grants. Ms. Schneible reminded the board of the \$100,000 allocation to be awarded over two cycles, with a maximum of \$25,000 per grant and the grant requires a match. Ms. Schneible also reminded the board and attendees that we are accepting nominations for the Quality of Life awards through January 4th. The two categories for the annual award are individual and group, and the awards will be presented at the Chamber Community Awards Celebration in February. Mr. Kuehn thanked Ms. Schneible for a fantastic 2018.

- 18-1082** Chairman Kuehn called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County (PC #19-01) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of Historic McKinney Farmers Market, Tour de Coop, and Ice Cream Crank-off. MCDC Treasurer Rick Glew recused himself from the presentation and discussion on Agenda Item #18-1082. Chairman Kuehn called for Jaymie Pedigo to speak. Ms. Pedigo began by calling attention to the new logo, which highlights their cornerstone building the Dulaney House and reflects the new public name of Heritage Village of Chestnut Square. Ms. Pedigo also reported the addition of two more board members, one of whom will serve as a liaison to the Vendor Committee of the McKinney Farmers Market. She is requesting \$7,500, which is about 60% of the marketing budget for these events, to be used in a combination of print, radio and billboard advertising. The Farmers Market draws a crowd of 1,000 each week, and the event will return to Chestnut Square following construction in March. The 2018 Tour de Coop hosted 450 attendees and brought \$7,000 in revenues. A new application has been adopted that will ensure that the coops on the tour meet certain standards. The 2018 Crank Off hosted 1,800 attendees and 13 contestants and generated \$5,250 in revenues. Board Member David Clarke complimented Ms. Pedigo on the new logo. MCDC Treasurer Glew returned to the dais following the presentation and discussion.
- 18-1083** Chairman Kuehn called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC #19-02) in the Amount of \$11,675 for the Advertising, Marketing and Promotion of the McKinney Then and

Now Exhibit. Chairman Kuehn called for Mary-Carole Strother to speak. Ms. Strother announced that the museum was awarded the Collin McKinney Achievement Award for the promotion of county heritage. She reported that the Museum partnered with the Heard-Craig and Chestnut Square for heritage events, and they work collaboratively with Main Street, the Chamber, MCVB and Volunteer McKinney. Ms. Strother reported that the WWI exhibit was a huge success, attracting more than 13,000 visitors. Visitors to the museum are tracked and the museum has hosted people from McKinney as well as many north Texas cities, other states and countries for tours, book clubs and children's events. A partnership with Collin College adds many families to the guest list. Ms. Strother is asking for \$11,675 for the museum's 2019 *Then and Now* exhibit, for marketing and promotion that will include print, outdoor, social media and radio advertising. The museum is able to get full page coverage by publishing articles along with their ads. Marketing materials will be handed out at Dallas area events. Ms. Strother also reported on several museum events including the Stubby look-a-like event. Ms. Strother stated that they will also be promoting McKinney in 3-D exhibit, which will combine a stereoscope of the past with businesses of the present. In addition, the museum has added 3-D anaglyphs to its displays. Ms. Strother further stated that they will be designing a logo to promote events in marketing materials and on the History Museum's web page. She added that 2019 spotlight events will include the launch of the *Then and Now* exhibit, a Historical Paint Out event, the Bad Boys Trolley Tour, Disasters that Helped Shaped McKinney, and more. Ms. Strother thanked the board for considering their grant request. She presented the board

with 3-D glasses and examples of what the 3-D exhibit will allow. Chairman Kuehn complimented the work Ms. Strother does and added that his family has appreciated and benefitted from the museum, and commented that he believes we should all work together to promote these events and educate about our county history. Ms. Strother also demonstrated how the augmented reality exhibits works to integrate the old and the new. Chairman Kuehn again praised Ms. Strother on the museum's use of innovative technology in its exhibits. Board Member Rick Glew complimented Ms. Strother on her creativity and new ideas for showcasing their exhibits.

- 18-1084** Chairman Kuehn called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal Church (PC #19-03) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of the 2019 Empty Bowls Event. Chairman Kuehn called for Jamie St. Clair to speak. Ms. St. Clair opened by saying that this event is a foodie event. She recognized the Bernards for their award-winning recipe and to Layered for winning the People's Choice award in 2018. This event showcases 14 of McKinney's restaurants. This is also an art event with over 1,000 bowls made by artists and community members, plus 20 artisan bowls entered in the online auction. The event showcases McKinney's best artists. The event is also a hunger fighting event. In 2018, the event provided 80% of the funds spent on food for the Community Lifeline Center's market. The \$7,500 grant request will be used on various print and radio advertising and on the Fairview Town Center digital billboard. The event will take place on May 16. Chairman Kuehn reiterated that this is a great

event to showcase artists and restaurants, but most important is the hunger relief aspect of the event. Ms. St. Clair added that overall revenue for the 2018 event was \$75,000 and they were about to write a check to Community Lifeline Center for \$42,000. In addition, restaurant chefs are creating recipes for this event that are later added to their menus. Mr. Kuehn added that it's a great chance for all of us to participate to help with hunger, and even make a bowl like Mayor Fuller did. Board Member Rick Glew commented that the crowd and atmosphere of this event is comparable to a McKinney Main Street event. Mayor George Fuller addressed Ms. St. Clair and the Board and gave praise for an event that is very well organized and orchestrated. Board Member Mary Barnes-Tilley questioned whether the artists were local. Ms. St. Clair stated that participants are mostly local artists as well as student artists from McKinney, Allen and Frisco schools. In addition, they host community bowl making events. Board Member Kathryn McGill asked about the total number of bowls, and Ms. St. Clair said there were 1,000 bowls for 2018, which includes 100 bowls from Collin College, and they are expecting 1,000 bowls in 2019.

- 18-1085** Chairman Kuehn called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC #19-04) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of Events and Activities within the Historic Downtown McKinney Cultural District. Jakia Dudley-Faine spoke on behalf of Main Street. Ms. Dudley-Faine reminded the board of its official designation as a Texas Cultural District as of May 2018, lending the area a greater opportunity to usher in cultural tourists from outside McKinney. The Cultural District is home to 10

non-profits, 8 national heritage organizations, 24 arts-related for-profit businesses and over 300 artists in the area. The district has hosted more than 1,200 live performances, 60 art exhibits, over 5,000 instructor-led classes, and welcomed 123,000 festival visitors in 2018 alone, and the district has seen an ROI of over \$425,000. She stated that McKinney Main Street has the goal to establish the cultural district as a premier cultural tourist destination. Advertising dollars will be spent by promoting events collaboratively through prominent print media, Pandora, and Movie House and Eatery, and results of advertising will be measured through web traffic count, survey feedback, festival attendance and MPAC ticket sales. Chairman Kuehn asked about the difference between sponsoring specific events in the past versus this approach of granting funds for a more collaborative campaign. Amy Rosenthal, MPAC/Main Street Program Director, responded by explaining advantages of this approach to supplement the individual campaigns for each event. Board Member Rick Glew encouraged grant applicants to share marketing ideas and resources with each other perhaps through a workshop, so newer non-profits can benefit from the acquired expertise of all. He added that he would like to see some form of joint promotions for all these non-profit events. Ms. Rosenthal agreed that the more opportunities to work together, the better. Chairman Kuehn also agreed that all would benefit by sharing knowing and expertise. President Schneible added that the City Communications and Marketing Department has created a resource document that is provided to all grant recipients, and that the MCDC will continue to look for other opportunities to help with promotions

of the events. Chairman Kuehn again offered compliments to Ms. Rosenthal and Ms. Dudley-Faine on their presentation.

- 18-1086** Chairman Kuehn called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by Game Day Foods (PC #19-05) in the Amount of \$6,700 for the Advertising, Marketing and Promotion of the 2019 Community Garden Kitchen Salsa Fest. Michelle Bernard spoke on behalf of the festival and was joined at the podium by Angela Poen, President of the Community Garden Kitchen of Collin County. Ms. Bernard stated that the Salsa Festival is held at Chestnut Square on July 4th immediately following the Red, White and Boom parade. She added that all proceeds from the event benefit the Community Garden Kitchen of Collin County. 2018 was the first Salsa Festival and it was a huge success, hosting over 3,000 attendees including 29 vendors who are excited to come back in 2019. In addition, three businesses were launched due to participation in this event, two in our area and one in Bryan/College Station. Ms. Bernard reported that the Community Garden Kitchen received \$9,600 from this event and an additional \$25,000 from RBFCU who has signed on to serve as the title sponsor for a five-year term. They are asking for \$7,500 to promote this event which will again have a family fun zone, live music, dancing, culinary demonstrations, as well as the Beat the Heat competition for restaurants, commercial bottlers and individuals. Ms. Bernard thanked the board for its support last year. Ms. Poen announced the ground-breaking on a new facility in May 2019, which will be the first place in Collin County to serve evening meals to those in need. The facility will be located at 500 Throckmorton on the campus of Holy Family School and will be

used by the school during the day, with the Kitchen providing meals at that location in the evenings. Board Member Angela Richardson-Woods asked about volunteer opportunities, and Ms. Poen indicated there would be opportunity for everyone in the community to volunteer. Vice-Chairman David Clarke acknowledged the fun experience of the Salsa Fest, and Board Member Kathryn McGill expressed her support of the event proceeds being used as a great way to care for the community.

- 18-1087** Chairman Kuehn called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC #19-06) in the Amount of \$2,500 for the Advertising, Marketing and Promotion of the 2019 Kiwanis Triathlon. Chairman Kuehn called for Dennis Williams to speak. Mr. Williams started by explaining that the Kiwanis Club will be partnering with PlayTri and the Stonebridge community for the 2019 triathlon, and the new name of the event will be the Stonebridge Triathlon benefitting the Kiwanis Club of McKinney. He reminded the board that the Kiwanis Club has no paid staff. They are asking for \$2,500 to support marketing and promotion. Partnering with Stonebridge will greatly increase participation. Mr. Williams presented some of the projects of the Kiwanis Club including organizing and sponsoring Halo t-ball, Key Club activities, and Halo's swimming time, as well as hosting bingo at Park Manor Nursing Home, organizing Salvation Army Bell Ringers, building wheelchair ramps, providing food for Challenge Air event, organizing various charity fundraising events, and managing the Christmas food drive that will feed 100 families over the holidays. Mary-Carole Strother came to the podium to comment about what

a joy it is to see some of the Key Club high schoolers who benefitted from Kiwanis programs as elementary students and who are now volunteering for Kiwanis and giving back. Chairman Kuehn asked where the promotional dollars from a grant will go. Mr. Williams stated that funds will go towards Triathlon magazine ads. He reminded the board of the increased revenues to the City of McKinney through dining and hotels. Board Member Mary Barnes-Tilley asked about linking up with some of the groups that do email blasts to triathlon athletes. Mr. Williams deferred to the marketing expertise and success of Stacy Rogue with PlayTri. Mr. Kuehn asked about the swimming event, and Mr. Williams stated that they will be swimming in the lake near Adriatica in Stonebridge Ranch.

18-1088 Chairman Kuehn called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by ManeGait Therapeutic Horsemanship (PC #19-07) in the Amount of \$8,000 for the Advertising, Marketing and Promotion of the 2019 ManeGait Country Fair. Jennifer Moss was spokesperson for ManeGait stating they provide therapeutic riding for adults and children with disabilities. ManeGait is requesting grant funds to help with the advertising and promotion of their Country Fair which will be held on their property on April 27. Ms. Moss stated that this is a great event because it involves riders, staff, volunteers and community members from five surrounding counties. She reported an attendance goal of 1,300 at a cost of \$25 per carload. The fair provides family-friendly activities, supports local businesses and generates support for ManeGait. The fair includes special attractions, games, contests, pony rides, jousting, face painting, a nerf battlefield, a traveling mini bar for waters, Tupps brewery for

adults, and Kona Ice. The promotional plan includes advertising in community publications, social media and radio. Chairman Kuehn responded that this is another great example of the things that are going on in the city and clarified that the proceeds from this event go directly to the operational costs of ManeGait.

18-1089 Consider/Discuss Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC #19-08) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2019 McKinney St. Patrick's Day Festival. Spokesperson for the St. Patrick's Day Festival was Andrew Stephan. Mr. Stephan stated that this event hosts a play zone for kids, McKinney Irish bands, Irish dance performances, food, 60 local businesses, costume contests and green beer, in addition to the Shamrock Run 5K. Mr. Stephan stated that the event serves as a place to showcase McKinney businesses, and he emphasized that proceeds from the event benefit The Warriors Keep of McKinney. Mr. Stephan reported that the 2018 event hosted 5,500 people and the goal for 2019 is over 6,000. They are asking for \$15,000 to expand the advertising efforts throughout the DFW metroplex through flyers, social media, local community platforms, radio, blogs, press releases, mass emails, and a promotional video. Board Member Rick Glew asked how the City benefits after the event ends at 3:00. Mr. Stephan responded that Tupps promotes for the party to continue downtown, and Mr. Stephan acknowledged that opportunity exists for them to do more to encourage the crowd to move to the downtown area. Chairman Kuehn posed a question regarding additional revenue streams that the event brings in that would benefit the City. Mr. Stephan responded that most revenue from the event comes from

registrations, plus vendor fees. Chairman Kuehn asked what additional benefit the \$15,000 would provide. Mr. Stephan stated that the extra funds would go towards reaching a broader audience. Mr. Kuehn also asked if there is a revenue share agreement with Tupps to which Mr. Stephan stated there is not. Mr. Stephan also shared with the board they hope to donate at least \$2,000 to The Warriors Keep in 2019. Chairman Kuehn stated that it was a great event and reiterated the need for this to include broader promotion of the City of McKinney and retail and dining opportunities. Mr. Stephan also acknowledged that there is opportunity to run the shuttle to and from the event to the downtown square. Board Member Kathryn McGill asked about the timing of the music groups, and suggested that having music later might encourage people to stay and dine in the area. Board Member Rick Glew asked about the overall total expenses. Kathryn McGill referred to application packet to find total expenses of \$39,155 of which the advertising component was \$18,600.

- 18-1090** Consider/Discuss/Act On the First Amendment to the Southgate Master Development Agreement. Ms. Scheible indicated this item will be held until the January meeting.

Chairman Kuehn called for citizen comments and there were none.

Chairman Kuehn called for Board or Commissioner Comments. Vice-Chairman David Clarke shared that he attended several of these events and commented that they were amazing. Board Member Mary Barnes-Tilley thanked presenters and stated that their presentations were very timely in this holiday season to remind us of ways we can reach out to others. Angela Richardson-Woods expressed her appreciation to the presenters and for the opportunity to serve on the board. Board Member Rick Glew reported that the Historical Outlaws Tour is amazing.

Chairman Kuehn recessed the meeting into executive session in accordance with the Texas Government Code Section 551.087 for deliberation regarding economic development matters. Mr. Kuehn advised that there would be no action taken on these items today.

- Project #17-01 McKinney StarCenter
- Project #17-04 Craig Ranch Resort Hotel and Conference Center
- Sheraton Hotel and Conference Center
- Southgate Master Development

Chairman Kuehn convened the meeting of the McKinney Community Development Corporation back into regular session at 9:55 a.m.

Chairman Kuehn called for a motion to adjourn. A motion made by Vice-Chairman Clarke and seconded by Board Member Angela Richardson-Woods, was unanimously approved. Chairman Kuehn adjourned the meeting at 9:56 a.m.

KURT KUEHN
Chairman