



January 15, 2019

Cindy Schneible

President

McKinney Community Development Corporation

5900 S Lake Forest Dr., Suite 110

McKinney, TX 75070

Dear Ms. Schneible:

The purpose of this letter is to submit a final report on the McKinney Rotary Annual Parade of Lights as well as to request reimbursement for promotional materials per the terms of the grant approved August 9<sup>th</sup>, 2018.

The 19<sup>th</sup> Annual Parade of Lights was originally scheduled for December 9<sup>th</sup>, 2018 but due to inclement weather, the parade was moved to December 20<sup>th</sup>, 2018. The parade was held in Historic Downtown McKinney from 6:30 pm to approximately 8:00 pm. The theme for the 2018 parade was Christmas Around the World. McKinney PD Chief Greg Conley estimates 3,000 +/- were in attendance. With the attendance down a little this year due to the parade being rescheduled, we feel we were able to increase visibility through social media. Through various Parade ad promotions on Facebook, we reached 32,412 people with 2,877 engagements. We also increased our parade Facebook following to over 1,000 people. The emcees were Johnny Baublis known as Johnny B. and Rotarian Bill Cox. The City of McKinney provided the stage which sat in front of the McKinney Performing Arts Center. Historic Downtown McKinney graciously provided a trolley that ran from First Baptist Church to Miller park from 5:00-9:00 pm the day of the parade.

The parade was led by the McKinney Police Department Motorcycles, MHS JROTC and Color Guard, followed closely by the Rotary Big Wheel ridden by McKinney Rotary President Celeste Cox among other Rotarians. Behind the Big Wheel was Parade Grand Marshal Tracy Rath. The emcees spoke briefly about what MCDC is and does and highlighted MCDC as a funder of the parade. Members of the McKinney City Council followed riding in trucks and other vehicles.

In total, we had 66 registered participants in the parade. This included local businesses, public and private schools, scout troops, churches, non-profit organizations and clubs. Each group was announced by the emcees as they approached the stage area. Four floats were selected as best decorated. Four floats were selected as best decorated. First place went to Central Baptist Church, second place went to Minuteman Disaster Response, third place to Hisun Motors and fourth place to Taylormade Heat and Air. Winners received \$1,000, \$500, \$300, \$100 respectively. The evening concluded with a Jolly Santa followed by the McKinney PD Mounted Patrol.

Promotional materials for the parade were approved by Cindy Schneible via email in advance of production. Reimbursement up to \$5,000 is requested for the following (receipts attached):

- Two mesh banners promoting the parade hung on north and south sides of the McKinney Performing Arts Center (image attached)--\$1,165.85
- Ad's in McKinney Courier Gazette through Star Local Media--\$952 and \$476
- Radio ads by 97.5 KLAK (Script attached)-\$1,500
- Yard signs and posters posted throughout McKinney, including Historic Downtown--two transactions: \$660.33 and \$270.63

We also marketed the parade in various community calendars and publications:

- McKinney Online
- McKinney Chamber
- MCVB
- Dallas Morning News
- Community Impact
- Guide Live
- McKinney Bubble Life
- North Texas e-News

In total, the McKinney Rotary Club raised \$10,440 from the 2018 parade. With the MCDC grant of \$5,000, the McKinney Rotary Foundation will have a net gain of \$6,927.00 from the 2018 Parade of Lights. These funds are added to the Rotary Foundation that supports charities of the month, international projects, Youth Leadership programs, MEF scholarships, camp RYLA and Interact club.

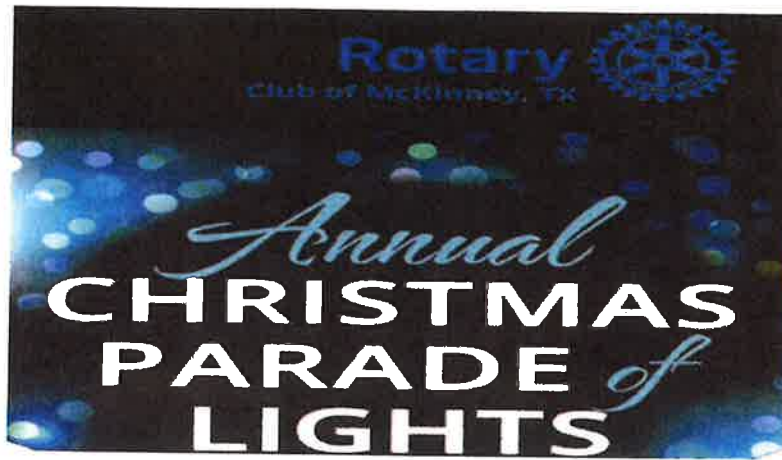
Approximately 800 photos from the parade can be viewed at <https://www.facebook.com/media/set/?set=a.2483736034975054&type=3>. You will find several of our favorites included with this report. Should further documentation be required, please let us know via phone or email.

On behalf of the McKinney Rotary Club, we express our sincerest gratitude for the continued support of the McKinney Community Development Corporation in providing funding for the Annual Parade of Lights.

Sincerely,

Celeste Cox, President  
Mark Potter, Parade Chair  
David Fourrier, Parade Chair

McKinney Rotary Foundation  
PO Box 552  
McKinney, TX 75069



**McKinney Rotary Hosts 19<sup>th</sup> Annual Christmas Parade of Lights**  
***Saturday, December 8<sup>th</sup> at 6:30pm in Historic Downtown McKinney***

Join us for holiday magic at the McKinney Rotary Club's 19<sup>th</sup> Annual Christmas Parade of Lights on Saturday, December 8<sup>th</sup> at 6:30pm in Historic Downtown McKinney.

Emceed by McKinney's own Johnny B., the parade will include beautifully decorated floats, high school drill teams and bands, antique fire trucks, and of course—Santa! We hope to see you there.

"As the McKinney Rotary Club recently celebrated our 100<sup>th</sup> anniversary, we are proud to once again bring the Parade of Lights to Historic Downtown McKinney," said Celeste Cox, President of the McKinney Rotary Club. "We are so grateful for the participants and sponsors that make the parade possible and whose donations benefit the charities supported by the McKinney Rotary Club."

Special thanks to the McKinney Community Development Corporation for their support in bringing this event to the community. If you would like to sponsor the event, or participate with a float, there is still time to sign up. Please go to [McKinneyParadeofLights.com](http://McKinneyParadeofLights.com) for details.

The McKinney Rotary Club's motto is "Service Above Self" with the goal of making a difference at home and around the world. This year's parade theme is "Christmas Around the World" to align with the Club's mission of making a positive difference all over the globe. Find about more about the McKinney Rotary Club at [McKinneyRotary.org](http://McKinneyRotary.org).

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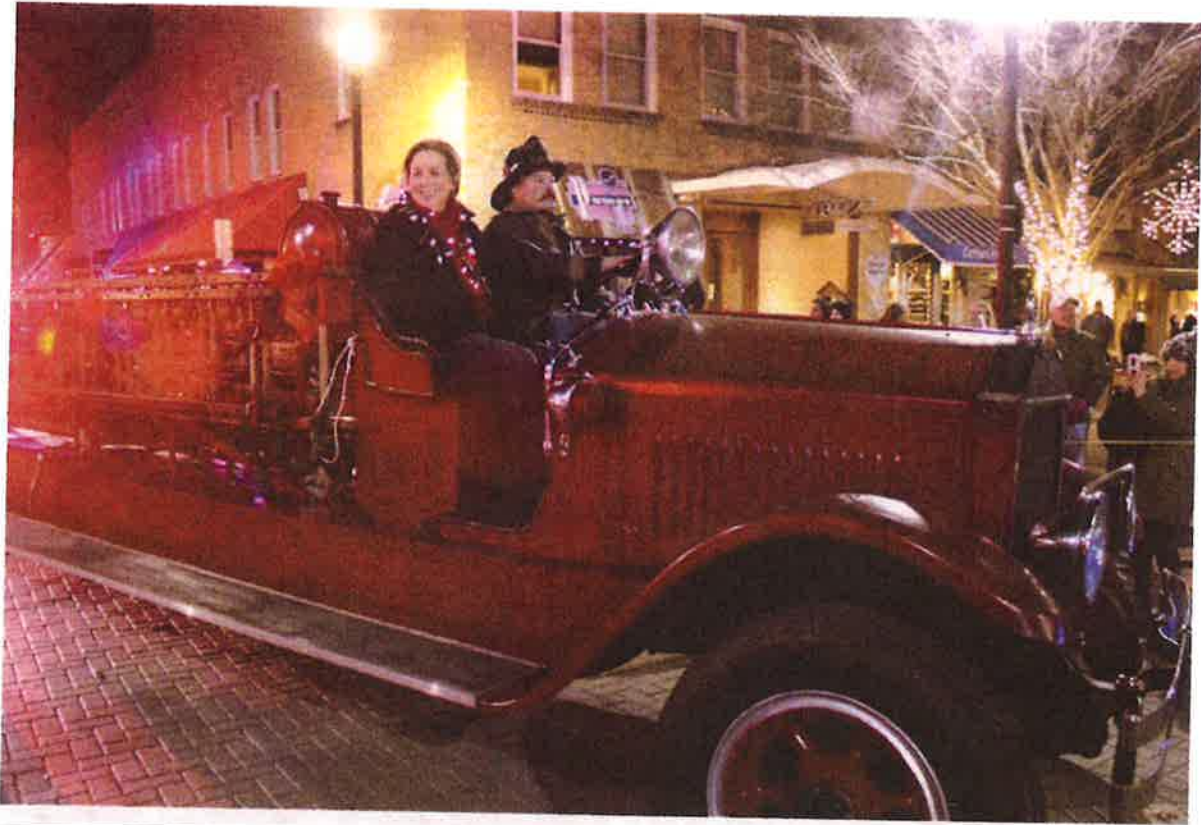




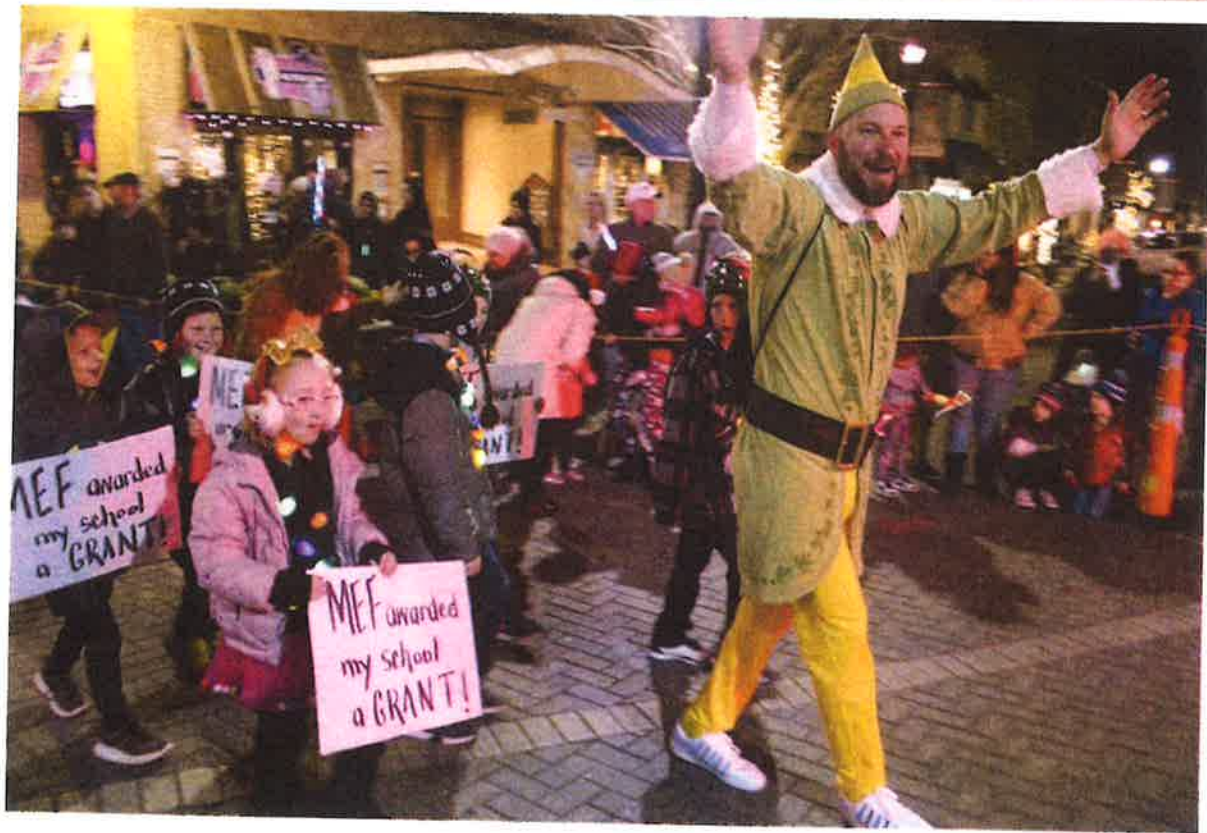














Rotary  
Club of McKinney



Historic  
Downtown  
McKinney

19th  
*Annual*  
CHRISTMAS  
PARADE *of*  
LIGHTS

Saturday  
Dec. 8, 2018  
6:30PM

*Special Thanks To:*



McKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION

[McKinneyParadeofLights.com](http://McKinneyParadeofLights.com)



## PROFILE

# Art for all

Collin College professor approaches school's art gallery like a 'visual library'

## HOW LONG HAVE YOU LIVED IN COLLIN COUNTY?

I grew up in the Dallas area and have lived in Collin County since returning from San Antonio in 2009.

## HOW DID YOU BECOME INVOLVED IN FRISCO ARTS?

I became involved with Frisco Arts in 2013 when I was invited to join the Board of Directors, representing Collin College District and based on my involvement in the arts community. I have wanted to expand the arts and to make that accessible to those living beyond the larger urban areas so Frisco Arts was the place for me to make that happen.

## WHO IS YOUR FAVORITE ARTIST?

Marc Chagall, at least for today. I like the and bolded Chagall.

## WHAT DO YOU TEACH AT COLLIN COLLEGE?

As a professor of art at Collin College, I teach art lecture courses and studio courses, and I have the privilege to serve as the director of the art gallery at Collin College. The gallery has been an effective resource for our college students and faculty, and many of college visitors are from disciplines outside of art - using us for research and writing assignments, history and even math. I think of the gallery as a visual library.

I love my role as director and have had programs that include performances from Collin College Music department and a lecture series called Art Cafe. The art gallery at Collin College is not "just pictures on a wall"; I am fortunate to have the encouragement from a supportive dean and our administrative leadership which makes us programming possible.



*Julie Shipp teaches art at Collin College and is director of the gallery at the school. She talks about her involvement in the arts community and how she hopes to see the offerings grow. According to her Collin College profile, Shipp is an abstract painter that deals with the concept of capturing elements of transitory space.*

## WHAT IS YOUR HISTORY IN ART?

I've drawn and painted since childhood and hold degrees in both art and art history. My terminal degree (MPA) is in painting. I still maintain my studio practice as a painter and have work in some great collections, such as Netman Masters (La Cantera), UT Health Science Research Center and the ST/T Center in San Antonio. I am also in private collections locally and throughout the region. When I was younger, I had the privilege of interning for some incredible artists and curators and directed two other galleries prior to the Art Gallery at Collin College. I also enjoy helping other organizations in the area, like Chabad of Frisco's public Menorah Lighting Celebration and helping to host a VIP reception for P'nu Arts' annual For the Love of Art event.

## WHAT DO YOU LIKE TO DO IN YOUR FREE TIME?

I love music (everything from opera to rock concerts), visiting art museums, being with friends, traveling (I recently spent three weeks in Portugal, and a month in Israel.)

## BESIDES ART, WHAT OTHER TALENTS DO YOU HAVE?

I'm not a chef, but I love cooking, learning other languages and helping people select art for their personal collections.

## FAVORITE TV SHOW?

I don't watch a lot of TV, but I like watching anything from historical documentaries to crims of ridiculous sitcoms like "Arrested Development." I need to catch up on "Better Call Saul."

PHOTO COURTESY OF NECK YOUNG

**Rotary**  
Club of McKinney



# 19<sup>th</sup> Annual CHRISTMAS PARADE of LIGHTS



**SATURDAY, DEC. 8<sup>TH</sup>  
6:30PM**

## HISTORIC DOWNTOWN MCKINNEY

Enjoy beautifully decorated floats, McKinney ISD Drill Teams and Bands, antique fire trucks, and of course--SANTA! This year's parade theme is "Christmas Around the World," reflecting the McKinney Rotary Club's dedication to making a difference at home and around the world. Special thanks to the McKinney Community Development Corporation for their support.

For More Information, please go to  
[www.McKinneyParadeOfLights.com](http://www.McKinneyParadeOfLights.com)



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Check out our online Classified listings.

StarLocalMedia.com



# A 'typical' duck hunt

Many of my non duck hunting friends often inquire about what is so special about crawling out of bed way before sunrise and loading the duck boat with all the paraphernalia necessary for a duck hunt. I've never been on two duck hunts that unfolded exactly the same. The recent duck hunt I enjoyed was about as typical as they get. Let's revisit my hunt. If you've never been on a duck hunt, this will give you a pretty good indication of what this sport is all about.

**5:45 a.m.**  
I arrive at the series of gravel pits to hunt with my buddy. We unload the little two man boat from the truck, drag it down to the water and begin stowing shells, shotguns, gear bags and Mojo spinning wing decoys.

Then, we screw the electric motor on the transom, jump in the boat, and point the electricity to the powerful life motor and we're on our way.

As we thread our way through the shallow stretches of water that connects the backwaters of the gravel pits, we take a turn to the left and wind up in dead-end cove. That's right. We needed to go to the next pocket of open water and turn left.

**6:10 a.m.**  
We arrive at the blind, set out decoys, making sure to see the Mojo decoys in the pipe we leave permanently driven into the muddy bottom. With a push of the switch, our Mojo is waking and we paddle to the blind and begin alluding gear.

With birds up the water, we can always jump them come legal shooting time and surely harvest a bird or two. Shortly thereafter, the small flight of teal take wing and disappear low over the water.

Then, a flock of gadwall came in high and I began cooing them down with that ramp, fast, catenated quack continues to the

species. We managed to put three of them on the water. Three birds equates to six breast halves wrapped in bacon and grilled. Next, I decided to fire up the electric motor motor and retrieve the three ducks.

At precisely the moment I put the first gadwall drake into the water, a pair of pintail approached low on the water, spotted me and quickly headed to parts unknown.

**7:05 a.m.**  
A lone pintail flies by about 20 feet above our heads. My buddy

thinks up his shotgun and, shooting instinctively, tracks the bird without sighting down the barrel, and jacks the trigger. A big bull spig splashes water within 3 feet of the blind.

A few minutes later, a flight of six mallards approaches our setup from the west and appear to like what they see. With wings set, they make their final approach and I



That first duck hunt is often all it takes to get a newcomer hooked on the sport, but that first outing should come with a warning: Caution, hunting ducks will cause many hours of lost sleep through the years.

look in on a big green head bringing up the rear.

The instant my shotgun swings catches up with crossing bird, the sun blocks my vision. Instinctively, I continue with my shotgun swing and when I feel I have the lead right, pull the trigger.

A big green head comes tumbling from the sky and makes a big splash among our decoys. Moments such as these are the primary reason that I leave a warm house for the often cold, damp duck blind during a period of day when most are still sleeping.

## MISD

From PAGE TWELVE

get the memo as McKinney shocked the entire district by losing Plano Senior for the third consecutive season, spinning a bad thing that moment to win four of its last five games to make the playoffs. The streak is even more impressive when considering that if McKinney didn't have ten costly turnovers against Plano East, the Lions could have very well run the table in close district.

Although McKinney was one-and-done in the playoffs for the second consecutive season, the lost is yet to come for the Lions with strong sophomore and junior classes, plus Shavers and his talented staff, poised for

## BOX SCORE

### MISD Football Final Capsules

- McKinney (4-7, 4-3 District 6-6A, bi-district round)
- Boyd (2-8, 2-5 District 8-6A)
- North (6-5, 4-3 District 7-SA Div. I, bi-district round)

more success. Barring getting injuries, I'm going to go on record and expect the Lions to win their first playoff game since 1994 in 2019.

Over in Bulldog Nation, North kept things moving in the right direction despite coming into the season with several questions. Like they've often done under head coach Mike Poyer, the Bulldogs were a team that

got better each week and had their chances in the final two weeks of the season to shock everybody and grab a share of the district title.

Even though North ended its season with losses to three of the best teams in the region, things are not all doom and gloom for the Bulldogs, who return talented junior and sophomore classes.

Unlike 2018, North will return an experienced offensive line, know who its cowbell running back will be, only have one person getting snaps at quarterback and, just as important, know what it takes to win in the newly formed 7-SA Division I where winning on the road and protecting home field is key.

Like McKinney, expect North to be a dangerous team poised for success next season.

## DRAKE

From PAGE TWELVE

Currently, there are a McKinney ISD-high six former Brumans playing on FHS Division I coaters who played under Drake during their high school careers.

Things have been tough for the Brumans in recent years, totaling just a 14-29 record over the past four seasons — including a four-year playoff drought. With Boyd winning two games in a season twice while going 5-21 over the last three years — while McKinney has been to the playoffs twice and North has been three times in the same time span — fans' frustration with a lack of wins even spurred a change.org petition for the former coach to be relieved of his duties.

Currently, MISD doesn't have an exact timeline on who will be Drake's successor, but they will begin the anticipated process swiftly as the job should attract coaches from all over the state.

"We and Dr. (Jennifer) Poirson will sit down this week and come up with a timeline of when

## CAREER CAPSULE

### Don Drake

- 2019 (2-8, 2-5 District 9-6A)
- 2017 (5-5, 4-3 District 9-6A)
- 2016 (2-8, 2-5 District 9-6A)
- 2015 (5-5, 4-4 District 6-6A)
- 2014 (8-4, 6-2 District 6-6A)
- 2013 (7-3, 4-1 District 10-6A)
- 2012 (6-5, 3-2 District 10-6A)
- 2011 (8-3, 6-1 District 10-6A)
- 2010 (9-3, 6-1 District 10-6A)
- 2009 (6-6, 1-5 District 8-6A)
- 2008 (5-7, 0-5 District 8-6A)
- 2007 (8-4, 5-2 District 9-6A)
- 2006 (8-10, 0-7 District 9-6A)

we are going to put the job and set up interviews," said Shawn Pratt, MISD athletic director. "We haven't developed a profile of who we may consider, but obviously it must be someone who has been successful and has the ability of taking this program to the next level."

For continued coverage of the head sports scene, follow Kendrick K. Johnson on Twitter @KendrickKJohnson

**Rotary**  
Club of McKinney



# 19th Annual CHRISTMAS PARADE of LIGHTS

**SATURDAY, DEC. 8TH**  
**6:30PM**

## HISTORIC DOWNTOWN MCKINNEY

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DEVELOPMENT  
CORPORATION



**McKinney Rotary 30 second commercial  
for 19<sup>th</sup> Annual Christmas Parade of Lights**

**:30 SANTA Commercial**

**<festive sounds/jingle bells/music bed>**

**"Christmas Parade of Lights"**

**Santa Claus here, inviting you to join me for the McKinney Rotary Club's 19<sup>th</sup> Annual Christmas Parade of Lights on Saturday, December 8<sup>th</sup> at 6:30pm in Historic Downtown McKinney. Enjoy beautifully decorated floats, high school drill teams and bands, and a visit with me! That's Saturday, December 8<sup>th</sup> at 6:30pm for the McKinney Rotary Club's 19<sup>th</sup> Annual Christmas Parade of Lights. To follow us on Facebook search @McKinneyChristmasParade.**

**Special thanks to the McKinney Community Development Corporation for their support.**

**McKinney Rotary Blinks for 19<sup>th</sup> Annual  
Christmas Parade of Lights**

**:05 BLINK Commercials**

**First week of 3 week campaign**

**Ho, ho, ho...only 3 weeks to go until the McKinney Rotary Club's 19<sup>th</sup> annual Christmas parade of lights on December 8<sup>th</sup> in Historic Downtown McKinney!**

**Second week of campaign**

**Alan Freemont here reminding you to join us for the 19<sup>th</sup> Annual Christmas parade of lights on December 8<sup>th</sup> in Historic Downtown McKinney.**

**Third week of campaign**

**It's the week you've been waiting for...McKinney Rotary's 19<sup>th</sup> Annual Christmas Parade of Lights this Saturday in Historic Downtown McKinney.**



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IN THE LAB FOR YOU...

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*Making a Difference*  
**19th Annual**

# ROTARY CHRISTMAS PARADE LIGHTS

SATURDAY, DECEMBER 8TH  
HISTORIC DOWNTOWN MCKINNEY  
6:30PM

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB

McKinneyParadeOfLights.com

**Rotary**  
Club of McKinney

*Special Thanks to:*

HERE IS WHAT WE SYNTHESIZED  
IN THE LAB FOR YOU...

# 19th Annual CHRISTMAS PARADE *of* LIGHTS

SATURDAY, DECEMBER 8TH AT 6:30PM  
HISTORIC DOWNTOWN MCKINNEY

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED  
BY THE MCKINNEY ROTARY CLUB



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