

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JUNE 18, 2019

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on June 18, 2019 at 8:00am.

Board members Present: Chairman Kenneth Sipiora, Vice Chairman Michael Jones, Secretary/Treasurer Brian Loughmiller, Patrick Cloutier, Dr. Gere' Feltus, Joe Minissale and Tracy Rath

Absent: None

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, Director of Business Retention & Expansion and Emerging Technology John Valencia, Project Manager Madison Clark, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Councilman Scott Elliott, Mayor George C. Fuller, City Manager Paul Grimes, MCVB Executive Director Dee-dee Guerra, City Secretary Empress Drane, and MEDC Attorney Mark Houser.

Absent: Director of Business Development Bruce Coleman

There were 2 guests present.

Chairman Sipiora called the meeting to order at 8:04 am after determining a quorum present. Chairman Sipiora welcomed the newest Board member Tracy Rath.

19-0497 Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation Meeting of May 21, 2019. Board members unanimously approved the motion by Board member Minissale, seconded by Board member Cloutier, to approve the minutes.

19-0498 Chairman Sipiora called for Board and Liaison Updates. Chairman Sipiora appointed Tracy Rath to serve on the McKinney EDC Finance Subcommittee.

City of McKinney – City Manager Paul Grimes reported the city hosted a tour of the McKinney National Airport. Some of the attendees included TxDOT Aviation, Senator Angela Paxton, and State Representative

Scott Sanford. City Manager Grimes announced McKinney received the Celebrating Leadership in Development Excellence Award from the North Central Texas Council of Governments for the ONE McKinney 2040 Comprehensive plan. City Manager Grimes also noted that the Communications and Marketing Department was recognized by the Texas Association of Municipal Information Officers at their 2019 conference for four different awards: The 2018 Annual Report, The MCVB Website, The Unique by Nature social media contest, and the McKinney Community Center Awareness Campaign. City Manager Grimes invited local officials to tour The North Texas Municipal Water District on what it takes to test and treat water. The tour will be held on August 15th and October 11th.

Chamber of Commerce - President Lisa Hermes noted the Chamber has been collaborating with the MEDC to partner better on certain Business Retention Expansion Projects. President Hermes added through the partnership they are starting a manufacturing round table. Randy Page at Emerson will host on July 22nd and the topic will be "Innovation and Global Manufacturing". Present Hermes announced the Chamber will be hosting a "Hail and Farewell" at the McKinney Performing Arts Center on June 27th from 4:30 pm to 6:30 pm. The Chamber Quarterly Membership Luncheon will be on July 9th at the Community Events Center at McKinney ISD stadium. President Hermes thanked Joe Minissale for donating his sponsorship to use the space. The speaker at the luncheon is Dr. Timothy Bray, Director of the Institute for Urban Policy Research. President Hermes reported they have received all the Leadership McKinney applications and the selection committee will begin to review them. President Hermes took a moment to recognize the membership sales person is the top sales person in new member sales in the nation. Chairman Sipiora took a moment to recognize President Hermes for being named one of the "40 under 40" by the Association of Chamber of

Commerce Executives. Chairman Sipiora thanked President Hermes for her leadership and partnership.

Convention and Visitors Bureau - Executive Director DeeDee Guerra thanked City Communications for working with the MCVB and submitting their website for a Telly Award. Executive Director Guerra submitted to the board an Economic Impact Study for the NCAA D2 football Championship. Executive Director Guerra reported they started a Search Engine Marketing campaign on May 1st. Director Guerra reported on June 1st they rolled out the "Ask a Local Campaign". This campaign is allowing everyone in McKinney to participate and share favorite places in McKinney. Executive Director Guerra reported Tx Dot has cleared the CVB to send twelve DVDs to the travel information centers. Executive Director Guerra also reported they had National and Travel Tourism week and one of the events was the Public Safety Appreciation Luncheon. Director Guerra noted Board Member Rath's attendance at the luncheon and reported they were able to feed 150 public safety officers.

- 19-0499** Chairman Sipiora called for the Consideration/Discussion of the MEDC Staff Monthly Report. President Tokar took an opportunity to introduce the Senior Vice President Danny Chavez. President Tokar noted he had an opportunity to have lunch and meet with the McKinney Rotary. President Tokar congratulated Independent Financial on their grand opening. Chairman Sipiora, President Tokar, and Social Media Specialist Kristen Ridout discussed the launch of the new MEDC logo and website. Social Media Specialist Ridout noted after the launch the social media traffic will increase.

Chairman Sipiora called for Citizen Comments and there were none.

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Chairman Sipiora recessed the meeting into Executive Session at 8:26 am.

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Chairman Sipiora reconvened the meeting to open session at 10:29 am.

Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Rath, to approve Project Apollo as discussed in Executive Session.

Board members unanimously approved the motion by Secretary / Treasurer Loughmiller, seconded by Board member Feltus to approve the amendment to Popular Ink as discussed in Executive Session.

Board members unanimously approved the motion by Vice Chairman Jones, seconded by Board member Minissale, to adjourn. Chairman Sipiora adjourned the meeting at 10:32 am.

Kenneth T. Sipiora
Chairman