

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

AUGUST 7, 2020

The McKinney Economic Development Corporation met in Work session at the Sheraton McKinney Hotel, 1900 Gateway Boulevard, McKinney, Texas, on August 7, 2020 at 8:00 am.

Board members present: Chairman Kenneth Sipiora, Secretary/Treasurer Brian Loughmiller, Patrick Cloutier, Dr. Gere' Feltus, Joe Minissale, and Bill Krueger.

Absent: Vice Chairman Michael Jones

Staff Present: President Peter Tokar, Office Supervisor Deana Smithee

There was 1 guest present.

Chairman Sipiora called the meeting to order at 8:04 am after determining a quorum present.

20-0657 Strategic Planning Session and Discussion / Direction on 2021 Key Performance Indicators. President Tokar began the meeting with outlining the goals and purpose of the work session. He turned the meeting over to Thomas Cole from Devcore Strategic Advisors following an introduction. Mr. Cole spoke of his credentials and thanked everyone for having him. He highlighted two key questions from his one on one meetings with the MEDC staff:

- How well defined are the organizational goals and objectives of the MEDC by the Board of Directors and are there any perceived disconnects?
- What is the relevance/applicability of the KPI's, and the metrics utilized to measure success of KPI's?

Discussion was held on project timelines, target markets and industries, and consistency of incentive awards. Mr. Cole presented the results of the survey the Board completed in February. During this discussion, two agreed upon action items were:

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- Present to City Council, in October, or before, our strategic direction.
- Finance to present the requested information at the September MEDC Board meeting.

Discussion was held on the 2021 KPI's. President Tokar will present the agreed upon KPI's and metrics for final approval at the September MEDC Board meeting.

Board members unanimously approved the motion by Board member Cloutier, seconded by Board Member Krueger, to adjourn.

Chairman Sipiora adjourned the meeting at 12:17 am.

Kenneth T. Sipiora
Chairman