

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**NOVEMBER 19, 2020**

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, November 19, 2020 at 8:00 a.m.

Board Members Present: Chairman Jackie Brewer, Vice Chairman Rick Glew, Treasurer Angela Richardson-Woods, and Board members David Kelly, John Mott, and Deborah Bradford.

Absent: Secretary Mary Barnes-Tilley.

Council Members Present: Councilman Scott Elliott and Councilman Frederick Frazier.

Staff Present: MCDC President Cindy Schneible, City Manager Paul Grimes, Financial Compliance Manager Chance Miller, Director of Parks and Recreation Michael Kowski, Parks Maintenance Superintendent Marty Sillito, Visit McKinney Sales Manager Vanesa Rhodes, Main Street/MPAC Director Amy Rosenthal, MEDC President Peter Tokar, Assistant City Manager Kim Flom, and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chairman Brewer called the meeting to order at 8:00 a.m. after determining a quorum was present. She announced that today's date marks National Play Monopoly Day and National Carbonated Beverage with Caffeine Day. Chairman Brewer wished a happy birthday to Board member David Kelly and noted that Board alternate Deborah Bradford would be seated for today's meeting in Secretary Barnes-Tilley's absence. She shared that November is Pancreatic Cancer Awareness and Lung Cancer Awareness Month. Ms. Brewer invited everyone to spend a moment reflecting on thankfulness and encouraged everyone to say thank you to those we encounter. Board member Bradford provided an invocation, which was followed by everyone joining in the Pledge of Allegiance.

Chairman Brewer called for public comments on agenda items, and there were none.

**20-1026** Chairman Brewer called for a motion on the minutes of the McKinney Community Development Corporation meeting of October 22, 2020. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member McGill, to approve the minutes.

**20-1027** Chairman Brewer called for the Financial Report. Financial Compliance Manager Chance Miller stated that the October financials will be available at the December meeting. He reported that October sales tax collections, which reflect August sales, increased 8.7% over 2019. In the same period, our sister cities reported as follows: Allen saw an increase of 5.5%, Frisco saw a decrease of 2.9%, while Plano saw a decrease of 1.4%. He added that at this time last year, McKinney sales tax was about \$1.8 million below Plano, compared to \$1.3 million below Plano this year.

**20-1028** Chairman Brewer called for Board and Liaison Updates.  
Board Chair. Chairman Brewer reported that various youth sports associations presented at the Parks Advisory Board meeting and all expressed thanks to the Parks Department for their flexibility during schedule changes due to the pandemic. She thanked McKinney Young Professionals (MYP) for the opportunity to design a beer stein for their fundraiser benefiting Embrace Texas. Board member Kelly noted that he appreciated being able to represent MCDC and assist with the MYP raffle. Chairman Brewer thanked the Board for participation in the Cotton Groves groundbreaking. She thanked Board members Kelly and Bradford for participating with her in the Community Lifeline event. She also thanked Board member Kelly, Vice Chairman Glew and Secretary Barnes-Tilley for joining her in representing MCDC in the McKinney Education Foundation Trivia Night, where the MCDC team took second place. Lastly, Chairman Brewer thanked the Board for 100% participation in Saturday's Adopt-A-Spot clean-up at Bonnie Wenk Park, and she

challenged other Boards to participate in the program. She emphasized the importance of McKinney Board and Commission members participating in initiatives like Adopt-A-Spot in our community. Treasurer Richardson-Woods shared that she joined Linda Jones in visiting with the Downtown merchants last week and encouraged everyone to continue to support local. She was impressed with the positive attitudes of the store owners. Vice Chairman Glew shared that several members participated in the Parks tour, and it is exciting to see all the progress at the recreation centers undergoing renovations.

City of McKinney. City Manager Paul Grimes shared that the District 1 City Council seat is vacant as a result of the recent recall election. Council does plan to fill that seat on an interim basis until the May election. There will be discussion and potential action regarding an appointment to that seat at the December 1 meeting. In November, Council approved an agreement with Lake|Flato + Parkhill for the first phase of design for the new City Hall. Mr. Grimes asked for questions, and there were none.

McKinney Economic Development Corporation. President Peter Tokar reported that MEDC's FY 20 year-end reports are being finalized but shared that they have met nearly 95% of their strategic goals despite the pandemic. The Innovation Fund has proven very successful and has resulted in thirteen new companies establishing locations in McKinney which will bring 1,000 jobs as those companies grow. The strategy to focus on small start-up companies versus large corporations has created growth for McKinney. Mr. Tokar stated that they are excited to be partnering with MCDC on larger projects, and they look forward to even more joint efforts. With that in mind, the MEDC Board has appointed Kurt Kuehn as a liaison to the MCDC Board, and he encouraged the MCDC Board to appoint a liaison to MEDC to facilitate information sharing. Mr. Tokar asked for questions, and there were none.

McKinney Main Street/MPAC. Director Amy Rosenthal thanked Treasurer Richardson-Woods for her encouraging words about the Downtown merchants. She shared Cultural District sales tax numbers for 2020, as compared to 2019, as follows: March was down 38%, April was down 36%, May was down 16%, June was down 10%, July was down 6%, August was down 23% and September was down 26%. Additionally, The Retail Coach cell phone data from April 1 through October 31 of this year indicated 474,000 visitors, compared to 677,000 visitors for the same period of 2019. That translates to a 30% reduction of visitors to the Downtown district during the pandemic. She indicated her hopefulness that the fourth quarter will show increased sales. Ms. Rosenthal shared that while Home for the Holidays is not happening, there are still plans for a lot of holiday fun scheduled for Downtown. The Christmas tree is up and beautiful holiday decorations are being placed throughout Downtown. Kentucky Street, along the block in front of MPAC, will be closed and the carousel will be located there along with a kids' activities area. There will be photo opps at locations throughout Downtown and Santa will be on the Square on Saturdays. She added that Saturday, November 28, is Small Business Saturday; Sunday, November 29, is Artist Sunday; and Monday, November 30, is Cyber Monday, and many of the Downtown merchants are now hosting online stores as part of their operations. On Thursday, December 10, WFAA's Santa's Helpers drive-through toy drop-off will be in Downtown. The Twelve Days of Wine Ugly Sweater Wine Walk is scheduled for December 12. Board member McGill thanked Ms. Rosenthal and her team for continuing to create opportunities to showcase Downtown and keep the McKinney spirit alive.

Visit McKinney. Sales Manager Vanesa Rhodes informed board members that The Daytripper continues to share video from his McKinney visit and recently featured The Yard on his Texas Burger Tour segment. Additionally, a marketing agency is using some of Beth

Shumate's photos for a local builder's campaign. Ms. Rhodes reported that Visit McKinney awards \$30,000 in advertising and promotional grants per year, \$15,000 each for two cycles in November and February. This cycle, grant requests totaling \$45,000 were received, including the following: \$15,000 from Ovation Academy for Parents of Performers Conference, \$8,000 from Odysseus Chamber for the 2021 concert season, \$8,000 from SBG for their 2021 Sip and Stroll Series, and \$14,335 from CW Designs for Home of Virtual Holidays. The Visit McKinney Board meets next week, and Ms. Rhodes will report their awarded grants at MCDC's December meeting. She asked for questions. Board member Kelly suggested that MCDC consider Visit McKinney's grants awarded when making decisions on MCDC Promotional and Community Events grants.

McKinney Parks and Recreation. Director Michael Kowski announced that the Texas Recreation and Parks Society recognized Laura Cegelski as Recreation Professional of the Year and Carly Blackstock won the Horizons Award. He introduced Marty Sillito as the new Parks Maintenance Superintendent and shared that Mr. Sillito understands the science of maintenance and is a landscape architect who is able draw it, install it and maintain it. Mr. Kowski announced that they have engaged a master planning team to begin designing the Towne Lake renovations. This is being funded with \$300,000 from the \$5.5 million MCDC grant for FY 21. Public input meetings are planned for Spring 2021. Mr. Kowski added that Mr. Sillito will be working on MCDC's Downtown/MPAC bench project. He asked for questions. Chairman Brewer thanked Mr. Kowski for the Parks tour and added her excitement regarding Old Settlers and Senior Recreation center renovations and the updates to Cottonwood Park. Mr. Kowski added that those three projects represent over \$14 million in investment in District 1.

**20-0920** Chairman Brewer called for an update on HUB 121 (Project #18-05). HUB 121 Developer Shane Jordan shared several aerial photos showing the current status of HUB 121. He also shared photos to indicate where the following restaurants/businesses will be located: The Chop Shop, Wine Bar, Cedar Creek Brewery, Elwood Restaurant and Serendipity Labs. Phoenix Salon Suites is in operation now. He shared that HUB 121 lost two tenants due to COVID, and they are negotiating with two different coffee shops for a portion of the space. Due to health circumstances within the concrete company they have contracted with, they are a little behind schedule on the music pavilion but hope to have the beams complete near the end of November. They are on target to be ready for tenants to begin their finish out in early December. He added that since the pavilion is mostly concrete block, the build out for that structure should move quickly. The Chop Shop and Elwood plans have been approved, and they expect to review plans for the brewery this week. Mr. Jordan is hopeful they will secure certificate of occupancy by January 15. He asked for questions, and there were none. Treasurer Richardson-Woods and Chairman Brewer thanked Mr. Jordan for the update.

**20-1029** Chairman Brewer called for the President's Report. President Schneible thanked the Board for the time they invest in community activities above and beyond preparing for and attending meetings and stated that she believes the community appreciates the Board's involvement. She directed the Board to the agenda attachments, calling attention to the SBG final report for Wine and Music Walk and the Bier Walk. She added that even with the change from a large event to smaller events, SBG had great success. With 1,500 tickets sold for the Bier Walk, SBG donated \$1,500 to McKinney Young Professionals and \$3,300 to McKinney Main Street. More than 2,000 tickets were sold to the Wine and Music Walk and donations in the amount of \$1,500 were made to Love Life

Foundation and \$1,000 to The Warrior's Keep. She thanked the Board for their willingness to accommodate the event changes, which allowed SBG to use those promotional funds to support the changes in plans. Ms. Schneible shared that Cotton Groves is hosting an open house on December 2 for the public to tour the training facility. Other upcoming events include Chestnut Square's Christmas in the Village and Small Business Saturday on November 28 and the Holiday Home Tour on December 5 and 6. She reminded the Board that MCDC is accepting applications through November 30 for Cycle 1 Promotional and Community Event grants, and shared that we've received two applications to date. She asked for questions, and there were none.

Chairman Brewer recessed the meeting into Executive Session at 8:40 a.m. in accordance with the Texas Government Code. Items to be discussed under Section 551.087 regarding economic development matters were Project FPS, Project Nucleus, Project 20-09 (TUPPS) and Project 18-05 (Hub 121).

Chairman Brewer reconvened the Board meeting back into regular session at 10:40 a.m.

**20-1030** Chairman Brewer called for consideration/discussion/action on MCDC Strategic Priorities for FY21. Vice Chairman Glew led a follow-up discussion on strategic priorities as summarized from the October Board meeting. Treasurer Richardson-Woods commented that the priorities complement the city's priorities. The Board reviewed the strategic priorities as attached to the agenda. Additional ideas and discussion included recreational facilities in general, preserving open space specifically north of 380, and re-development of retail centers like Westgate. There was extensive discussion regarding re-development/revitalization of city gateways including the intersections of Hwy 5 and SH121, Hwy 380 and Hwy 75, and Hwy 75 and Virginia. Chairman Brewer reminded the Board that improvements for these

gateway corners are also addressed in the Parks Master Plan.

Additionally, wayfinding signage continues to be a priority for the Board.

Chairman Brewer called for citizen comments, and there were none.

Chairman Brewer called for Board or Commissioner comments, and there were none.

Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member Mott, to adjourn. Chairman Brewer adjourned the meeting at 11:01 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the MCDC members on:\_\_\_\_\_

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JACKIE BREWER  
Chairman

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MARY BARNES-TILLEY  
Secretary