

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

AUGUST 16, 2022

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, August 16, 2022 at 8:00 a.m.

Board members Present: Chairman Michael Jones, Secretary/Treasurer Kurt Kuehn, Kenneth Sipiora, Julie Williams, Thad Helsley, Michael Jones, Mohamed Kacem

Absent: Vice Chairman Joe Minissale, Brian Loughmiller.

Staff Present: President Peter Tokar, Senior Vice President Michael Talley, MEDC Marketing and Social Media Manager Luke Gajary, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, City Manager Paul Grimes, MEDC Attorney Mark Houser, Visit McKinney Director Aaron Werner.

There was 1 guest present.

Chairman Jones called the meeting to order at 8:00 a.m. after determining a quorum present.

Chairman Jones called for Public Comments for items on the agenda and there were none.

22-0748 Chairman Jones called for the Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes gave an update on Fiscal Year 22-23. A general fund budget of \$191 million, a total budget of \$652 million, the difference being various funds including water utilities and capital improvements, etc. That is a proposed tax rate of .4575, which is a reduction from .497, so about four cents. It is a no-new revenue rate plus 2.81%. Mr. Grimes noted even though the budget is increasing, the size of local government on a per capita basis is being kept as trim as possible. Fire and Police will be well-funded and is the single biggest priority of the community. Fire and police positions will be added to keep up with growth.

Chamber of Commerce- Lisa Hermes announced the business development update will be focused on East McKinney and will be held

at the Flour Mill on August 23. There will be speakers, presentations, a panel discussion, and tours. Ms. Hermes announced later this month the Best of McKinney Series will be launched. People can vote on various favorites such as carpet cleaning company, roofing companies, favorite hamburger, best margarita etc. It is a great opportunity to showcase businesses. Votes will be counted, and awards will be handed out at the quarterly luncheon on October 18. At the luncheon Libby Spears will be speaking about resiliency and using your strengths while facing challenges such as inflation and worker shortages. Ms. Hermes announced the upcoming 9/11 Day of Remembrance, planned by the Leadership Alumni. Close to 3,000 flags will be placed at Mitchell Park in memory of the lives lost on 9/11, along with information displaying the events of 9/11. The site will be set up on the Thursday evening before 9/11 and taken down the Monday after. The community is welcome to walk Mitchell Park at their own pace between that time. Ms. Hermes announced the Leadership McKinney retreat kicked off last weekend with 31 members. The members will be meeting with the City Manager, Mayor, and going all over the community, learning about City government. Ms. Hermes announced the Chamber is finalizing their legislative agenda for the next session. The Chamber will share their priorities for the business community with MEDC. Ms. Hermes noted the McKinney Chamber is part of the Regional Chamber Coalition, which is comprised of six Chambers across DFW (McKinney, Irving-Las Colinas, Dallas, Fort Worth, Plano, Frisco). The Coalition puts together a joint agenda for the business community.

MCDC- MCDC President Cindy Schneible announced public hearings were conducted on six project grants at the July MCDC board meeting. Board action is scheduled for the August MCDC meeting. The annual allocation for Parks was included (\$5.5 million). Parks Director Michael Kowski outlined how the \$5.5 million would be allocated for Parks

projects and a city request for outdoor space at the new Municipal Complex. The MCDC Board approved 11 promotional and community event grants, totaling just over \$100,000.00. Three of those applicants are first-time applicants to MCDC and include the McKinney Repertory Theatre and a series of events at Adriatica. MCDC received just one application for an infrastructure grant during the most recent cycle. The application is for expansion improvements to the Events Center at the Cotton Mill. There will be a public hearing scheduled for that item at next week's meeting. Ms. Schneible announced yesterday Tupps Brewery received their first delivery of steel for the brewery building, and the site is filling up with materials.

Visit McKinney- Visit McKinney Director Aaron Werner gave an update on the Drum Corps International event. This was the first time for McKinney to host DCI, and Visit McKinney did their best to make sure DCI knew that they were appreciated and walked away with a piece of McKinney. Visit McKinney is excited for the growth opportunities with hosting DCI and the night before at Tupps. Mr. Werner announced over the last month Visit McKinney helped plan an event recap for the Byron Nelson staff. Visitors spent a day in McKinney that included an evening at Arcade 92 to celebrate the hard work on the Byron this year. Mr. Werner announced he attended the NCAA Lonestar Media Day conference at MISD Stadium. This is the first step in the process of all Visit McKinney does for the NCAA Division II Tournament. Mr. Werner announced the month of July has been their slowest month from an occupancy standpoint, but that year over year we are still tracking at 42% increase overall. Mr. Werner announced Fall/Winter advertising for Visit McKinney planning is underway, including publications in Texas Highways and Texas Monthly, bringing new influencers to town, and streaming and digital advertising over Roku and YouTube. Mr. Werner announced Visit McKinney renewed their lease for ten years and will be

transforming and renovating the visitor center into a new concept and really create a McKinney experience. Mr. Werner would like for visitors to walk out with a taste of what McKinney offers and not just a pamphlet.

22-0749 Chairman Jones called for the MEDC monthly organizational report. MEDC President Peter Tokar announced Mr. Grimes would like him to remind everyone that tonight at City Council Work Session, Director of Strategic Services Trevor Minyard will be presenting on the results of the RFP selection and how we will be moving forward with the implementation city-wide. MEDC Director of Infrastructure and Technology, Michael DePaola has been a participant in the RFP team, representing MEDC. This broadband initiative is looking at how we advance technology infrastructure within the entire footprint of the city.

22-0750 Chairman Jones called for the Monthly Metrics Dashboard Report. President Tokar announced it has been a strange year in that MEDC has won several projects but still working on getting the contracts signed for different reasons. We had another project win that was closed and increased the total slightly. Closed project capital investment so far this year is \$13.6 million, but we have an additional \$49 million of projects that have been approved but are awaiting contract signing. So the total is closer to the \$60 million range this year, assuming those contracts get signed. President Tokar concluded we still have a full project pipeline, are in the process of potentially making a shift in our marketing firm, are getting good traffic on the MEDC website, and are going to make BRE target visits this year.

Chairman Jones recessed the meeting into Executive Session at 8:29 a.m.

Chairman Jones reconvened the meeting to open session at 9:39 a.m.

Board members unanimously approved the motion by Board member Sipiora, seconded by Board member Kacem, to approve the motion to amend the KDP D-121 I, LP contract as discussed in Executive Session.

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Board members unanimously approved the motion by Board member Williams, seconded by Secretary/Treasurer Kuehn, to approve the motion to approve the extension for Raytheon as discussed in Executive Session.

Board members unanimously approved the motion by Secretary/Treasurer Kuehn, seconded by Board member Kacem, to extend Project BlueSky as discussed in Executive Session.

Board members unanimously approved the motion by Board member Sipiora, seconded by Board member Helsley, to extend Project Cardboard as discussed in Executive Session.

Board members unanimously approved the motion by Board member Helsley, seconded by Secretary/Treasurer Kuehn, to amend the Innovation Fund Program guidelines, including the implementation of a scoring system, moving forward and on deals already on the books as discussed in Executive Session.

Board members unanimously approved the motion by Board member Helsley, seconded by Board member Sipiora, to Adjourn.

Chairman Jones adjourned the meeting at 9:45 a.m.

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

These minutes approved by the MEDC members on: September 20, 2022

MICHAEL H. JONES
Chairman

KURT KUEHN
Secretary / Treasurer