

McKinney Community Development Corporation
Regular Board Meeting
July 22, 2010

The McKinney Community Development Corporation (MCDC) met in regular session in the Dowdy conference room located at 321 North Central Expressway, Suite 200, McKinney, Texas, at 8:00 A.M. on July 22, 2010

Board members present: Chairman Ray Eckenrode, Vice-chair Bill Campbell, Tracy Rath, T.J. Lane, Jason Burress, George Fuller, Kevin Griffin, and council liaison Pete Huff.

Staff present: executive director Cindy Schneible, and administrative assistant Connie Gibson.

There were several guests present.

The chairman called the meeting to order at 8:00 A.M. after determining a quorum was present. Mr. Eckenrode asked for review and questions on the June 24, 2010 board meeting minutes. There were no questions. The board unanimously approved (7-0) the motion made by Tracy Rath and seconded by Bill Campbell to approve the minutes.

Jason Weeks, assistant finance director for the City of McKinney, delivered the financial report. Sales tax receipts for the month of June totaled \$608,551, which represents a drop of approximately 2.1% from June, 2009.

Check requests for the month of June were reviewed. There was no discussion about the checks listed.

Mr. Eckenrode announced that liaison reports would be next on the agenda:

- There was no Parks and Recreation report.
- Mr. Young with MEDC shared there were several promising projects in the works, but the organizations are having difficulty in securing financing. MEDC is continues to work with contacts that were made during the trip to China, and has had interesting conversations.
- Mr. Campbell reported that the quarterly Chamber luncheon was well attended. Dean Lindsay spoke.
- Tracy Rath provided a report for MCVB. The MCVB office helped to scout locations in McKinney for scenes to be shot for a new Jerry Bruckheimer television series. There will be a certified tourism ambassador class taught on August 19th. The MCVB staff is traveling and training quite a bit during the month of August. The office received many calls after the announcement about McKinney being listed as the #5 best places to live in the U.S.

Executive director Cindy Schneible introduced the next item on the agenda. Ty Lake, Main Street program director reported on the "Bike the Bricks" event held June 11, 2010. There were 3,500 spectators in the downtown area. 317 cyclists participated in the race, some in multiple races. Fifty-six Texas cities, several states and countries were represented. More than two hundred people volunteered during the event. Most restaurants around the square reported increases in revenue for the evening. The event budget was set at \$56,000. The actual costs

for the event were \$60,000; a total of \$66,196 raised, including race entry fees. As a result of total funds raised, Bike the Bricks was able to donate \$5,000 to the McKinney Youth Recreation Fund. The remainder will be kept by Main Street and will be used for the production of Oktoberfest. Mrs. Lake then shared comments that were collected from the race participants.

Mr. Eckenrode announced the board would next hear presentations of grant requests by eleven applicants. The order of the presentations was determined before the meeting.

- Randy Routon, CEO of LifePath presented first. The organization requested \$15,000 for roof repair, to ensure uninterrupted ability to serve the clients and support the community. Mr. Routon stated he had received three bids for the work.
- Beth Parker with 3e McKinney presented next. 3e McKinney requested \$15,000 to be used for a project to provide backpacks to children in MISD Title I schools.
- Tanya Greene, CEO of McKinney Boys and Girls Club presented a request for \$20,000 to promote and advertise the McKinney Boys and Girls Club 2nd annual Day for Kids on September 25th, 2010.
- Sarah Hatcher presented on behalf of North Texas History Center. NTHC is planning a World War II USO style Camp Show to be held at the Collin County Regional Airport on November 6, 2010, and requested \$10,000 to advertise and promote the event.
- Chris Siebenhausen, parade chairman for the Rotary Club Christmas Parade of Lights presented a request for a grant of \$3,500 to advertise and promote the Parade of Lights event in McKinney, scheduled for December 4, 2010.
- Jennifer Spugnardi with Turning Point Rape Crisis Center of Collin County addressed the board and presented a request for \$8,000 to market and expand a Teen Awareness Program (TAP) in McKinney middle and high schools.
- Susan Etheridge, executive director of Court Appointed Special Advocates (CASA) of Collin County presented a request for \$2,559 to publish the 2009 Annual Report. Plans include distribution of 1000 copies to donors and the community at large.
- Debbie Mormon, VISTA Development Coordinator, addressed the board on behalf of the Habitat for Humanity ReStore. Habitat submitted a request for \$6,050 to host an event and publicize the store and the event throughout North Collin County in October, 2010. The ReStore goal is to encourage recycling through the sale of new and used building and construction materials to the general public and to fund all administrative costs for Habitat for Humanity of North Collin County by 2012.
- Sy Shahid, executive director of the Heard Natural Science Museum presented a request for \$5,000 to promote "Holiday Lights at the Heard". Plans include expansion of the event to three days, and to triple the length of trails that will be featured. Marketing to encourage visitors to come to McKinney for the event will include on-screen advertising in movie theaters and ads on DART buses. Approximately 4,000 people attended the event in 2009.
- Sheila Miller, executive director of Volunteer McKinney Center presented a request for \$5,800 to promote and host three planned events: McKinney Make A Difference Day (MMADD), encouraging active support of McKinney-area nonprofit organizations; Take-A-Hike, featuring 29 McKinney nonprofit organizations working to enhance quality of life in McKinney; and the 2011 Volunteer Recognition Celebration to promote volunteerism in McKinney and recognize exceptional individuals, for their contributions on behalf of the city.
- The final funding request was presented by Tina Davis, Director of Strategic Planning and Counseling for M.I.S.D., for \$15,000 to implement "Rachel's Challenge" in McKinney elementary schools that have not yet offered the program, along with all the secondary

schools. The goal of the program is to bring a permanent positive culture change to schools, businesses and communities by starting a chain reaction of compassion and kindness. Mrs. Davis stated that \$12,600 was needed to fully implement the program in the schools.

The chairman called for a break at 9:27 A.M.

The meeting was called back into open session at 9:40 A.M.

Executive director Cindy Schneible presented information regarding the proposed 2010-11 MCDC budget. She reported she had met with the finance committee in June. The committee recommendations were reflected in the budget document shared with the board. The budget will go to city council for review on August 6th, and will be presented to MCDC for approval on August 19th. The projected sales tax revenues for FY 2010-2011 have been lowered to eight million dollars. There was no action taken on the budget presentation.

Next, Mrs. Schneible discussed the revised strategic plan. The strategic plan will be shared with city council during a joint work session on July 26th.

A discussion was held about the MCDC board implementing a service project in the community, possibly on a quarterly basis. Opportunities include sponsoring a meal at Samaritan Inn, participating in McKinney Make A Difference Day, volunteering at Oktoberfest, and sponsoring the City of McKinney's annual Christmas tree lighting ceremony. Administrative assistant Connie Gibson provided the board with information about the needs for the community Christmas tree lighting.

Mrs. Schneible reported there are two briefings scheduled for city council to discuss the proposed aquatic center. Park superintendant Lemuel Randolph is expecting a report from the consultant soon. Mr. Eckenrode asked for the board position regarding either a twenty-five or fifty meter pool option. Opinions were: George Fuller stated that without numbers on cost, it was difficult to determine; Kevin Griffin stated that cost is important and because of that he would support a twenty-five meter pool; Tracy Rath shared that she has visited other city aquatic centers, has looked at their actual costs, and believes if the objective is to operate in the black, we cannot do this project; Bill Campbell expressed a desire to build a fifty meter pool that is centrally located, and commented that the natatorium in Allen is too small; T.J. Lane shared the opinion that this is not a project that MCDC needs to do; Jason Burress stated he is fiscally conservative and does not like the prospect of MCDC possibly supporting this project on an ongoing basis.

The executive director reported she had a conversation with Greg Vines with G.H. Sports Group regarding the project approved by MCDC in February. Greg indicated that G.H. Sports was fine with the terms of the loan agreement prepared and forwarded for execution, but wants to wait until full financing for the project is confirmed before signing. An application has been made to SBA for a loan and G.H. Sports Group expects to hear the decision within the next few weeks.

ManeGait has received all donor funds needed to complete the covered arena project. The ManeGait Gala is scheduled for October 9th.

Ms. Schneible shared information about several potential applicants for future MCDC support including: Samaritan Inn; the June 2010 “Boomin and Bloomin” celebration in McKinney; improvements at MPAC.

Mrs. Schneible reminded the board of the joint work session with city council on July 26th.

Next on the agenda Tracy Rath reported on the grant application process that she and the executive director have been working on. They developed a timeline for applications, which was distributed, and are proposing three yearly grant cycles, along with a biannual small grant cycle. There was discussion about doing more matching funds, and requiring a final report before final funds are released.

There were no citizen comments.

Mr. Eckenrode called the meeting into Executive Session at 10:36 A.M.

The meeting was called into Open Session at 10:43 A.M.

The board unanimously approved (7-0) the motion made by Bill Campbell, seconded by George Fuller to adjourn the meeting.

The meeting was adjourned at 10:44 A.M.

RAY ECKENRODE – Board Chairman

Attest:

Connie Gibson – Board Secretary