

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

**AUGUST 15, 2023**

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, August 15, 2023, at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Kurt Kuehn, Secretary/Treasurer Thad Helsley, Julie Williams, Mohamed Kacem, and alternate Scott Woodruff.

Absent: Mark Denissen.

City Council Present: Mayor George Fuller, Councilman Rick Franklin, and Councilman Justin Beller.

Staff Present: Senior Vice President Michael Talley, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Special Projects & Events Manager Emily Linares, MEDC Project Manager Caroline Causey, MEDC Project Manager Mike Wilkes, Assistant City Manager Steve Tilton, MEDC Attorney Mark Houser, Accounting Manager Chance Miller, MCDC President Cindy Schneible, and Visit McKinney Executive Director Aaron Werner.

There was 1 guest present.

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

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

**23-0647** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of July 18, 2023.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Vice Chairman Kuehn, to approve the Minutes.

**23-0648** Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- Assistant City Manager Steve Tilton announced City Council held their budget workshop last Friday, August 11<sup>th</sup>. The

anticipated budget option will be presented at the September 5<sup>th</sup> City Council meeting. One highlight is the proposed property tax will be a 3% decrease from last year. Assistant City Manager Tilton announced Board and Commission appointments are anticipated to be held at the August 22<sup>nd</sup> City Council meeting. Assistant City Manager Tilton announced the City Council agenda for tonight includes Council consideration for new refuse and recycling contracts with two new providers, Frontier Waste Solutions for Refuse and Balcones Recycling. Both contracts, if approved by City Council, would start on October 1, 2024.

Chamber of Commerce- McKinney Chamber of Commerce President Lisa Hermes announced next week, August 22<sup>nd</sup> will be the Business Development Update. The McKinney Economic Development Corporation, The McKinney Community Development Corporation and City Manager's office will give updates on what is happening around town and what is under construction. Ms. Hermes announced McKinneytoday.com has launched with some glitches. The Chamber is working on getting the website running smoothly to prepare for the "McKinney Best Of" voting. Ms. Hermes noted this is a popular event that supports retail service-oriented businesses. Ms. Hermes announced the McKinney Inclusion Council has three more events coming up. One event is a business workshop about building a diverse and talented pipeline and will be held later this month at Collin College. Jocelyn Williams with Raytheon will be presenting at the workshop. Ms. Hermes announced the Chamber is in the process of finalizing details for a supplier diversity event. This will take place in November at Independent Financial. There will be more details to come. Ms. Hermes announced the Chamber is seeking Board nominations for a class of five new members to join in January. If you have anyone you think would be a good fit for the Chamber's Board, please pass their name along. Ms. Hermes noted the State of the City is slated for November 2<sup>nd</sup>. This is one of the four largest events of the year for the Chamber.

Community Development Corporation- MCDC President Cindy Schneible announced at the MCDC meeting last month, the MCDC Board ratified five strategic priorities for project funding for the upcoming fiscal year. Low-income housing, historic cultural district and eastside development, parks and open space development and preservation of open space, community gathering facilities and multi-use/mixed use destinations. The MCDC Board conducted public hearings on seven project grant applications. There was a little over \$1 million in requests; \$600,000 of that is for two applicants for affordable housing projects. These will be voted on at the MCDC Board meeting next week. The MCDC Board also approved 11 promotional and community event grants for a variety of activities around McKinney. The total amount awarded for the promotional grants was a little over \$90,000. There was only one application received for the retail infrastructure grant funding for downtown business. The applicant was Cocktail Creamery for infrastructure work they need to have completed to be able to open. Ms. Schneible announced Tupps Brewery is getting close to completing the checklist for the Temporary Certificate of Occupancy. The state elevator inspection is at the end of this month. Once that is passed, beer will hopefully be brewing come the first few weeks of September.

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced Visit McKinney has been working for months on getting the Visitor's Center rehabilitated and refurbished. The re-grand opening will take place on September 7<sup>th</sup>. There will be a ribbon cutting with the McKinney Chamber of Commerce at 4:30 PM and the Visitor's Center will be open until 6:00 PM for a come and go. Mr. Werner hopes that everyone will stop by and view the new Visitor's Center, view the new merchandise, and get an idea of what the vision is for the future. Mr. Werner announced next week he and Visit McKinney Sales Manager Marie Woodard will head to Minneapolis for Connect Marketplace. This is one of the bigger trade shows of the year. Mr. Werner and Ms. Woodard have chosen the sports

track for this show. There will be one-on-one meetings with 30 or so sports planners, showcasing the current McKinney sports facilities and facilities in the works through the parks department such as the soccer facility. Mr. Werner noted he hopes to drum up some business and bring back some tournaments and such in the next few years.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced the Marketing Committee met last week and discussed some upcoming marketing events and community outreach and education. There will be more to follow. Board member Williams noted she hopes everyone has listened to the latest McKinney Momentum podcast, with great work from MEDC Marketing & Social Media Manager Luke Gajary and Director of Business Retention & Workforce Development Madison Clark.

Real Estate Committee- Secretary/Treasurer Helsley announced the Real Estate Committee met last week and has movement on several projects they are working on as a group. Secretary/Treasurer Helsley noted there will be more information in Executive Session.

Innovation Fund- Senior Vice President Michael Talley announced the committee will meet this Thursday.

Governance Committee- Chairman Loughmiller announced the Governance Committee will meet on August 25<sup>th</sup>.

Board Chairman- Chairman Loughmiller announced he had no comments.

**23-0649** Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- Senior Vice President Talley announced there is one correction on the Organizational report, the organic leads number was left off. The number is four.

KPI Report- Senior Vice President Talley announced there is currently \$45 million in contracts, with \$49 million in contracts pending. The active project pipeline is at 31, trade shows and missions are at six, with a target of five. BRE visits for the month of July were ten, with a year-to-date of 51 and a

target goal of 60 visits. Familiarization tours are at two, with another tour coming in this week. There is a community forum event for the HOA in a few weeks and another in the fall. The Innovation Fund has picked up. SVP Talley noted part of the reason is being full staff for the Projects team. SVP Talley thanked MEDC Project Managers Caroline Causey and Mike Wilkes. SVP Talley noted Mr. Wilkes has worked hard to get to events in Dallas and across the metroplex to share what McKinney is doing with the Innovation Fund.

Marketing Report- MEDC Marketing & Social Media Manager Luke Gajary announced social media numbers are on par with industry peers and there is continued growth. The podcast is slowly picking up steam and becoming a resource to the community to provide additional education. There will be future campaigns to educate and bring awareness to the community regarding what the MEDC does, how we operate, how we are funded, and so forth. Mr. Gajary noted the YouTube channel has begun to grow as well.

**23-0650** Chairman Loughmiller called for the June 2023 Financials. Accounting manager Chance Miller announced there was about \$1.75 million in revenue, the majority of this came from sales tax revenue, which totaled almost \$1.7 million. For expenditures, there was \$430,000 in operational expenses, which is a little more than usual, but includes Byron Nelson expenses. There was almost \$800,000 in projects. Total expenses were \$1.46 million, resulting in a net increase of almost \$300,000 for the month of June. Sales tax for the month of June applies to sales in April. McKinney had a 2.2% decrease. Allen had a 5.2% increase, Frisco had a 6.2% decrease, Plano had a 1.4% decrease. Retail trade saw a 9% decrease. We had been trending around 5% to 6% every month for the past five months. This is the first decrease. Retail trade did go back up to the normal 5% to 6% for July. Finance is monitoring the numbers but considering June an outlier.

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Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Williams, to Approve the June 2023 Financials.

Chairman Loughmiller called for Public Comments for items not on the agenda and there were none.

Chairman Loughmiller called for Board comments and noted he had one comment. Chairman Loughmiller announced there was a good article in the paper about the MEDC and MCDC this past week. Chairman Loughmiller noted he is glad the Marketing Committee is discussing community outreach because one item that stood out in the article is there is a lack of knowledge about how projects come about and how projects are approved.

Chairman Loughmiller recessed the meeting into Executive Session at 8:17 a.m.

Chairman Loughmiller reconvened the meeting into open session at 9:34 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Kacem, to Amend the existing term sheet for JW Marriott as discussed in Executive Session.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Secretary/Treasurer Helsley, to Adjourn.

Chairman Loughmiller adjourned the meeting at 9:36 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 19, 2023.

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BRIAN S. LOUGHMILLER  
Chairman

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THAD HELSLEY  
Secretary/Treasurer