

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JULY 15, 2025

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Tuesday, July 15, 2025, at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Secretary/Treasurer Thad Helsley, Julie Williams, Scott Woodruff, and alternate Chantelle Kadala.

Absent: Vice Chairman Kurt Kuehn and Board members Mark Denissen and Robert Hamilton.

Staff Present: MEDC President Michael Kowski, MEDC Senior Vice President Michael Talley, MCDC Grant Program & Marketing Manager Linda Jones, MCDC Administrative & Marketing Coordinator Anahi Alvarez, MEDC Director of Business Retention & Workforce Development Madison Clark, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Marketing & Special Events Coordinator Shannon Roberts, MEDC Economic Development Specialist Miranda Estrada, MEDC Business Intelligence Analyst Erick Rodriguez, MEDC Project Manager Troy Billett, MEDC Project Manager Paula Date, City Manager Paul Grimes, MEDC Attorney Mark Houser, MCDC President Cindy Schneible, and Visit McKinney Executive Director Aaron Werner.

There were five guests 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.

25-2961 Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of June 17, 2025.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Woodruff, to approve the Minutes of the McKinney Economic Development Corporation Meeting of June 17, 2025.

25-2962 Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced at the July 22nd City Council Work Session the City Council will discuss potential future

charter amendments, namely adding districts or creating single-member districts. On July 16th in the Council Chambers, the VENU amphitheater team will host their second public meeting to answer any questions from citizens. Mr. Grimes announced the City of McKinney Fire Department sent seven team members to the Kerrville, Texas area for assistance. Mr. Grimes announced the Procurement department has been honored with the 2025 Annual Achievement of Excellence in Procurement Award from the National Procurement Institute. The award recognizes public and nonprofit agencies who demonstrate a strong commitment to procurement excellence. Mr. Grimes announced the current population estimate as of July 1st is 231,000.

Community Development Corporation- MCDC President Cindy Schneible announced it is a busy time of year for MCDC as the fiscal year grows to a close. Next week at the MCDC Board meeting, the Board will vote on nine promotional grants. All are for promotional events previously awarded, except for one, "Rooted in Rhythm", which will be held at District 121 in October. There will be public hearings for five project grants including the annual funding request for Parks (Al Ruschhaupt Sports Complex, Old Settlers park improvements, Erwin park improvements, and several others) Adriatica (for public parking improvements), Habitat for Humanity (repairs to low-income resident homes), and development for a park at West Grove (near where the new Whole Foods will open). Applications for retail development infrastructure grants are currently being accepted through the end of this month. This program is targeted at retail, primarily downtown-area businesses and other legacy retail locations. Eligible projects include horizontal infrastructure (site work, utilities, water, sewer, grease traps).

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced the Visit McKinney staff attended Destinations International conference in Chicago. There were over 2,300 tourism professionals at

the conference. Mr. Werner noted a few years ago McKinney was not on the radar, but this year people from all over the country are asking what is happening in McKinney. Mr. Werner thanked the MEDC Board for making McKinney what it is. Mr. Werner announced Visit McKinney Senior Communication & Media Specialist Beth Shumate has announced her retirement from the City of McKinney after nearly 18 years. There will be a come-and-go reception for Ms. Shumate at Visit McKinney on July 30th from 3:00 p.m. to 5:00 p.m.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced she had no updates to report.

Real Estate Committee- Secretary/Treasurer Helsley announced the Real Estate Committee met and has items to discuss today in Executive Session.

Innovation Fund Committee- Alternate Kadala announced she had no updates to report.

Finance Committee- President Kowski announced the Finance Committee members are absent today.

Governance Committee- Chairman Loughmiller announced the Governance Committee met.

Board Chairman- Chairman Loughmiller announced it is a very busy summer with projects. There have been meetings since the extension of the Byron Nelson was announced. The joint meeting with the City Council, currently scheduled for July 22nd, may be rescheduled.

25-2963 Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- President Kowski announced that we hosted our quarterly staff retreat at the McKinney Sheraton last week. President Kowski thanked the McKinney Sheraton for hosting a tasting menu of some of their offerings. President Kowski noted this Friday is the airport

groundbreaking ceremony, and Chairman Loughmiller will speak at the event.

Project Funnel- SVP Talley announced that startup leads are coming from the Governor's office. Mr. Talley noted that neighboring communities have taken note of startups. There are 24 active projects total, with just over \$2 billion representing 5,000 jobs.

Marketing Report- MEDC Marketing & Social Media Manager Luke Gajary announced the email open rate is around 49%. The Innovation Fund email had a 55% open rate. In addition to open rates, click-through rates are being tracked. Currently, the click-through rate is 3.8%. The industry standard for local government is around 1.8-2%. Mr. Gajary noted in the future you will see additional strategy around the MEDC marketing efforts.

25-2964 Chairman Loughmiller called for the FY25-26 MEDC Budget. President Kowski announced he met with the Finance and Governance Committees to review the details of the budget. We project a 2.5% growth rate across the city. This will not impact operations. The biggest new expense is our new bonds for the airport that equal just over \$3 million a year in bond payments. The Finance and Governance Committees both approved two new MEDC staff positions. The first position is a director overseeing strategy and operations, and the second position is an economic development specialist or a similar title. The director's position will be posted once the budget is approved, but the second position will be posted third or halfway through the budget cycle. President Kowski is working with MEDC Project Manager Billett to fine-tune the job description. President Kowski noted the Finance Committee had a favorable recommendation to approve the budget as presented.

Board members unanimously approved the motion by Board member Williams, seconded by Board member Woodruff, to approve the FY25-26 MEDC Budget.

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

Chairman Loughmiller called for Board Comments and there were none.

Chairman Loughmiller recessed the meeting into Executive Session at 8:24 a.m.

Chairman Loughmiller reconvened the meeting into open session at 8:57 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by alternate Kadala, to Approve Project Sparky as discussed in Executive Session.

Board members unanimously approved the motion by Board member Woodruff, seconded by Secretary/Treasurer Helsley, to Adjourn.

Chairman Loughmiller adjourned the meeting at 8:58 a.m.

The City of McKinney meeting archive has a video recording of this meeting available. Due to a power outage, part of the recording does not have sound.

The MEDC members approved these minutes on August 19, 2025.

SIGNED:

BRIAN S. LOUGHMILLER
Chairman

ATTEST:

THAD HELSLEY
Secretary/Treasurer