



# McKinney Community Development Corporation Agenda

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Thursday, June 27, 2024

8:00 AM

Council Chambers  
222 N. Tennessee Street  
McKinney, TX 75069

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**PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL AND/OR OTHER CITY BOARDS AND COMMISSIONS MAY BE PRESENT. NO ACTION FROM CITY COUNCIL OR OTHER BOARDS OR COMMISSIONS WILL BE TAKEN.**

## **WATCH THE BROADCAST LIVE**

**This meeting will be broadcast live on cable television and through the City's website. Members of the public who wish to watch this meeting may watch the live broadcast on:**

**Spectrum Channel 16;  
AT&T U-Verse Channel 99;  
and online at <http://mckinney.legistar.com>.**

## **CALL TO ORDER**

## **INVOCATION**

## **PLEDGE OF ALLEGIANCE**

## **PUBLIC COMMENTS ON AGENDA ITEMS (For Non-Public Hearing Items)**

*If you wish to address the Board on a posted item on this agenda, please fill out a "Request to Speak" card and present it to the Clerk before the meeting. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Board for items listed as public hearings will be recognized when the public hearing is opened.*

*Speakers wishing to address the Board regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Board Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.*

## **CONSENT ITEMS**

*This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.*

- 24-1699**      [Minutes of the McKinney Community Development Corporation Meeting of May 23, 2024](#)  
**Attachments:**    [Minutes](#)
- 24-1559**      [Minutes of the Joint Meeting of the McKinney Economic Development Corporation & McKinney Community Development Corporation of April 16, 2024](#)  
**Attachments:**    [Minutes](#)
- 24-1700**      [Minutes of the McKinney Community Development Corporation TUPPS Subcommittee Meeting of May 9, 2024](#)  
**Attachments:**    [TUPPS subcommittee 5.9.24.pdf](#)
- 24-1701**      [Minutes of the McKinney Community Development Corporation Affordable Housing Subcommittee Meeting of May 13, 2024](#)  
**Attachments:**    [Minutes](#)

**REPORTS**

- 24-1702**      [Financial Report](#)  
**Attachments:**    [May Financial Statement](#)  
                          [May Transmittal Letter](#)  
                          [May Checks Issued](#)
- 24-1703**      [Board and Liaison Reports](#)  
                          [Board Chair](#)  
                          [City of McKinney](#)  
                          [Visit McKinney](#)  
                          [McKinney Economic Development Corporation](#)  
                          [McKinney Main Street/MPAC](#)  
                          [McKinney Parks and Recreation](#)

**Attachments:** [Visit McKinney Report](#)  
[MEDC Report](#)

**24-1704** [President's Report](#)

**Attachments:** [Grants Awarded FY 24](#)  
[Marketing Report](#)  
[Final Report - Dia De Los Muertos](#)  
[Final Report - Empty Bowls](#)  
[Final Report - ManeGait LIVE](#)  
[Final Report -- Mckinney Philharmonic Orchestra](#)  
[Final Report -- Rhythm & Blues Festival](#)  
[Final Report - McKinney Asian Festival](#)

**REGULAR AGENDA ITEMS**

**24-1705** [Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Chamber Foundation \(PC 24-14\) in the Amount of \\$9,350.00 for the Advertising, Marketing and Promotion of the 2024 Día De Los Muertos Celebration](#)

**Attachments:** [Application Packet](#)  
[Presentation](#)

**24-1706** [Consider/Discuss Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County \(PC 24-15\) in the Amount of \\$15,000.00 for the Advertising, Marketing and Promotion of 2024 Fall and Winter Events at Chestnut Square Including but Not Limited to Farmers Market, Ghostly Hauntings, Murder Mystery, Farm to Table Event, Educational Programming, and Tour of Homes](#)

**Attachments:** [Application Packet](#)  
[Presentation](#)

**24-1707** [Consider/Discuss Promotional and Community Event Grant Application Submitted by Texas Women Society \(PC 24-16\) in the Amount of \\$13,500.00 for the Advertising, Marketing](#)

[and Promotion of the 2024 McKinney Lunar Harvest Event.](#)

**Attachments:** [Application Packet](#)  
[Presentation](#)

**24-1708** [Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Rotary Foundation \(PC 24-17\) in the Amount of \\$7,500.00 for the Advertising, Marketing and Promotion of the 2024 Parade of Lights](#)

**Attachments:** [Application Packet](#)  
[Presentation](#)

**24-1709** [Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Repertory Theatre \(PC 24-18\) in the Amount of \\$14,265.00 for the Advertising, Marketing and Promotion of the 2024-2025 Show Season Including Multiple Performances of Five Unique Shows](#)

**Attachments:** [Application Packet](#)  
[Presentation](#)

**24-1710** [Consider/Discuss Promotional and Community Event Grant Application Submitted by The Warrior's Keep \(PC 24-19\) in the Amount of \\$15,000.00 for the Advertising, Marketing and Promotion of the 2024 Veterans Day Event at TUPPS Brewery](#)

**Attachments:** [Application Packet](#)  
[Presentation](#)

**24-1711** [Consider/Discuss Promotional and Community Event Grant Application Submitted by Art Club of McKinney \(PC 24-20\) in the Amount of \\$6,800.00 for the Advertising, Marketing and Promotion of the 2024-2025 Season](#)

**Attachments:** [Application Packet](#)  
[Presentation](#)

**24-1712** [Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Chamber Foundation](#)

(PC 24-21) in the Amount of \$10,000.00 for the Advertising, Marketing and Promotion of the 2025 Black History Month events in McKinney

**Attachments:** Application Packet  
Presentation

**24-1713** Consider/Discuss Promotional and Community Event Grant Application Submitted by Adriatica Business Association (PC 24-22) in the Amount of \$4,000.00 for the Advertising, Marketing and Promotion of the 2024 Events in Adriatica Village

**Attachments:** Application Packet  
Presentation

**24-1714** Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Public Library (PC 24-23) in the Amount of \$8,478.00 for the Advertising, Marketing and Promotion of 2024 Fall Special Events

**Attachments:** Application Packet  
Presentation

**24-1715** Consider/Discuss Promotional and Community Event Grant Application Submitted by Young Actors Guild of McKinney (PC 24-24) in the Amount of \$3,000.00 for the Advertising, Marketing and Promotion of 2024-2025 Season Performances

**Attachments:** Application Packet  
Presentation

**24-1716** Consider/Discuss Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC 24-25) in the Amount of \$15,000.00 for the Advertising, Marketing and Promotion of the 2024 McKinney Wine and Music Festival

**Attachments:** Application Packet  
Presentation

**24-1717**      [Consider/Discuss Promotional and Community Event Grant Application Submitted by Collin County Master Gardeners Association \(PC 24-26\) in the Amount of \\$15,000.00 for the Advertising, Marketing and Promotion of the 2024 Events at Myers Park Including Garden Show, Plant Sales, A Walk in the Park, and Educational Workshops](#)

**Attachments:**    [Application Packet](#)  
                                  [Presentation](#)

**24-1718**      [Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street \(PC 24-27\) in the Amount of \\$13,000.00 for the Advertising, Marketing and Promotion of 2024 Oktoberfest](#)

**Attachments:**    [Application Packet](#)

**PUBLIC COMMENTS Regarding Matters not on the Agenda**

**BOARD COMMENTS**

**EXECUTIVE SESSION**

In accordance with the Texas Government Code:

E. Section 551.087. Deliberation Regarding Economic Development Matters

- Project 4B20-09 TUPPS Brewery and Entertainment Destination
- Project Vibes
- Project Hemispheres
- Project 4B24-07 McKinney Parks Foundation
- Project 4B17-04 Craig Ranch Resort Hotel

**ACTION ON EXECUTIVE SESSION**

**ADJOURN**

*Posted in accordance with the Texas Government Code, Chapter 551, at least seventy-two (72) hours prior the start of the meeting, on or before the 21st day of June, 2024, 5:00 p.m.*

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Cindy Schneible  
President

*In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Email contact-[adacompliance@mckinneytexas.org](mailto:adacompliance@mckinneytexas.org). Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.*