

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

FEBRUARY 18, 2025

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, February 18, 2025, at 8:00 a.m.

Board Members Present: Chairman Brian Loughmiller, Vice Chairman Kurt Kuehn, Secretary/Treasurer Thad Helsley, Julie Williams, Mark Denissen, Scott Woodruff, Robert Hamilton, and alternate Chantelle Kadala.

City Council Present: Councilmen Justin Beller and Rick Franklin.

Staff Present: MEDC President Michael Kowski, MEDC Senior Vice President Michael Talley, MEDC Executive Assistant Melanie Molina, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Director of Business Retention & Workforce Development Madison Clark, MEDC Business Intelligence Analyst Erick Rodriguez, City Manager Paul Grimes, Visit McKinney Executive Director Aaron Werner, MEDC Attorney Mark Houser, Accounting Manager Chance Miller, International City/County Management Association (ICMA) Management Analyst Larenz Taylor, and Audio/Visual Technician Joshua Arias.

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.

25-2445 Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of December 17, 2024.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Woodruff, to approve the Minutes of the McKinney Economic Development Corporation Meeting of December 17, 2024.

25-2446 Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced this is the last regular meeting in this facility, the joint meeting with MEDC and City

Council is tonight, and the next City Council meeting and March MEDC meeting will be at the new City Hall. Mr. Grimes announced there will be a short reception tonight for Assistant City Manager Kim Flom. Mr. Grimes noted the search for Ms. Flom's replacement is ongoing, with six semi-finalists that will be narrowed down to three. There were 160 candidates for the position and a final candidate is slated to be announced in March. Mr. Grimes announced the City of McKinney will host the council and mayoral candidate orientation on Friday, March 7th. This orientation is for candidates running for office in the City of McKinney. Attendees receive breakfast and lunch meet with the primary City of McKinney departments to learn about initiatives and current projects. Mr. Grimes announced Saturday, March 8th, at the McKinney ISD Community Event Center, there will be a North Collin County Neighborhood Conference. Mr. Grimes announced Assistant Director of Public Works Paul Sparkman has announced his retirement after 37 years with the City of McKinney. Mr. Grimes noted Mr. Sparkman is there for storms and weather events, dependable, and a man of honor and duty.

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced the Professional Pickleball tournament will be March 12-16th and will be televised with around 3,000 spectators anticipated at the courts. Mr. Werner announced the International Girls Cup of McKinney in partnership with the Parks & Recreation department will be at the Craig Ranch Soccer Complex in April. As many as 250 teams may be playing during the tournament, with several international teams signed up to play. There will be a kickoff event at Tupps Brewery the first night of the tournament. Mr. Werner noted in the past upwards of 3,000 people have come to the kickoff event. Mr. Werner announced he is heading to Austin tomorrow with the Texas Travel Alliance to host a rally at the Capitol and meet with legislators regarding travel and tourism.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced there is no update.

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

Finance Committee- Vice Chairman Kuehn announced there is no update.

Innovation Fund Committee- Board member Denissen announced the Innovation Fund Committee met to review an applicant.

Governance Committee- Chairman Loughmiller announced the Board will vote on new policies and procedures today.

Board Chairman- Chairman Loughmiller announced he had no updates.

25-2448 Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- MEDC President Kowski announced that the North Texas Innovation Alliance (NTXIA) is a regional group that helps galvanize innovation throughout the metroplex. NTXIA has awarded McKinney and Frisco their “collaboration” award for work with Plug and Play and work to bring startups to the area. Mr. Kowski announced Plug and Play Selection Day was last week at the new City Hall. Mr. Kowski noted the space worked great for the event and set a good tone. There were many corporate businesses and investors in the room, and some of the best pitches were heard. Mr. Kowski announced we have renamed Tech and Trucks to “Innovation Unwind”. Project VENU is moving forward, with public meetings to be announced soon. Information may include traffic and noise studies. Mr. Kowski announced the MEDC Board retreat will be March 4th. Mr. Kowski announced Project Manager Mike Wilkes has been running the Innovation Fund for over a year now and has done a great job. Mr. Wilkes will be leaving the MEDC, with his last day as February 27th. Mr. Kowski noted it will be a great loss for the

culture of our team. Mr. Kowski noted our predecessors set up the Innovation Fund to bring startups to McKinney, riding the wave, and Mr. Wilkes has been the first one to stand up on the surfboard and has been riding the wave.

KPI Report- MEDC Senior Vice President Talley announced there are 28 in the current active projects pipeline, leads are at seven. We have added a new category for legal. There were 11 Innovation Fund applications in January, eight applications screened, one is at legal and the Innovation Fund Committee recently approved an application. Mr. Talley announced there will be a few different versions of our new projects funnel. One version will be public and one will be internal for Board and staff. In the funnel, you can see exactly where projects are, and the capital investment tied to those. Mr. Talley noted we may add Innovation Fund to the funnel. Mr. Kowski announced the funnel was created by MEDC Business Intelligence Analyst Erick Rodriguez. Mr. Rodriguez has been working behind the scenes to create a data warehouse for MEDC. Mr. Talley announced Mr. Wilkes has taken the Innovation Fund to the next level and we are excited for his next adventure, but we will be able to work with him pretty much on a weekly basis.

Marketing Report- MEDC Marketing & Social Media Manager Luke Gajary announced that the website traffic continues to engage well and that we are outperforming our previous targets by a high margin. Mr. Gajary announced last month alone we had additions to our LinkedIn page. We sponsored an event called Dallas meetup where there were over 1,000 attendees. Mr. Gajary noted this is a snapshot of our efforts to engage global and national audiences online but also find good community partners and engage with the audience.

25-2449 Chairman Loughmiller called for the December 2024 Financials. Accounting Manager Chance Miller announced there was slightly over

\$2.1 million in revenue. For expenditures, there were \$236,000 in operational expenses, \$438,000 in project expenses, and \$244,000 in non-departmental expenses for a total of \$918,000 in expenditures. Sales tax for the month of December applies to October sales. McKinney had a 8.6% increase, Allen had a decrease of 11.7%, Frisco had an increase of 13.8%, and Plano had an increase of 11.9%. Mr. Miller announced for sales tax by industry, retail trade is up 2%, down from last year where it was at 6%.

Board members unanimously approved the motion by Board member Williams, seconded by Secretary/Treasurer Helsley, to approve the December 2024 Financials

25-2450 Chairman Loughmiller called for the MEDC Supplemental Policies and Procedures Update.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Woodruff, to Approve the MEDC Supplemental Policies and Procedures Update.

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 8:27 a.m.

Chairman Loughmiller reconvened the meeting into open session at 10:36 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Hamilton, to Approve Project Passing Clouds as discussed in Executive Session

Board members unanimously approved the motion by Board member Williams, seconded by Board member Denissen, to Approve Project Lasso as discussed in Executive Session.

Board members unanimously approved the motion by Board member Denissen, seconded by Secretary/Treasurer Helsley, to Amend terms for Tradition Homes as discussed in Executive Session

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Williams, to Amend terms for WSD as discussed in Executive Session.

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

Chairman Loughmiller adjourned the meeting at 10: 38 a.m.

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

These minutes were approved by the MEDC members on: March 18, 2025.

SIGNED:

BRIAN S. LOUGHMILLER
Chairman

THAD HELSLEY
Secretary/Treasurer