

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JANUARY 25, 2024

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, January 25, 2024, at 8:00 a.m.

Board Members Present: Chair Angela Richardson-Woods, Vice Chair David Kelly, Secretary David Riche, Board Member Joy Booth, and Board Alternate Chris Wilkes.

Absent: Treasurer Deborah Bradford and Board Members Kathryn McGill and Mary Barnes-Tilley.

City Council Present: Mayor George Fuller, Councilwoman Geré Feltus, and Councilman Michael Jones.

Staff Present: City Manager Paul Grimes, Accounting Manager Chance Miller, Director of Strategic Service Trevor Minyard, Assistant Director of Parks and Recreation Ryan Mullins, MEDC President Michael Kowski, Visit McKinney Events Services Manager Alisha Holmberg, Cultural District Director Andrew Jones, Director of Engineering Gary Graham, and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chair Richardson-Woods called the meeting to order at 8:02 a.m. after determining a quorum was present. She welcomed Board Alternate Chris Wilkes to the dais and shared that President Schneible, Treasurer Bradford and Board Member Barnes-Tilley are absent today due to illness. Pastor Paul Sisson of Hillcrest Christian Church offered an invocation which was followed by the Pledge of Allegiance.

Chair Richardson-Woods called for public comments on non-public hearing agenda items, and there were none.

Chair Richardson-Woods called for a motion on the consent items. Board members unanimously approved a motion by Vice Chair Kelly, seconded by Secretary Riche, to approve the following consent items:

24-1146 Minutes of the McKinney Community Development Corporation Meeting of December 21, 2023.

24-1147 Minutes of the McKinney Community Development Corporation Finance

Committee Meeting of October 30, 2023.

24-1148 Minutes of the McKinney Community Development Corporation Potential Projects Subcommittee Meeting of December 14, 2023.

24-1149 Minutes of the McKinney Community Development Corporation TUPPS Subcommittee Meeting of January 11, 2024.

24-1150 Chair Richardson-Woods called for the Financial Reports. Accounting Manager Chance Miller presented final financials for FY23. MCDC ended the year with \$2 million cash on hand, \$63 million in investments, \$23 million in fixed assets including \$16 million related to TUPPS, and \$6 million in land. Outstanding debt balance (bonds payable) is \$17 million. Sales tax revenues for FY 23 were just over \$25 million and indicated a 6.5% increase over the previous fiscal year. Operational expenses were \$1.2 million, project expenses were \$4.6 million, and non-departmental expenses (including parks construction and TUPPS) were \$18 million. Net increase for FY 23 was \$1.2 million, and ending fund balance is \$68.3 million. Mr. Miller reported November financials. Revenues were \$2.2 million, mostly from sales tax. Total expenses were \$200,000 including \$85,000 for project expenses. This yielded a net increase of just over \$2 million. Regarding sales tax, November numbers apply to September, and McKinney saw an increase of 5.3%, bringing the year-to-date increase to 6.2%. During the same time period, Allen saw an increase of 2.5%, Plano saw a decrease of 1.2%, and Frisco saw a decrease of 3.4%. Retail trade shows an increase of 1% but is still averaging an 8% increase over four consecutive months. For the month of December, revenues were \$3.47 million, mostly from sales tax. Total expenses were \$1.2 million including \$100,000 for project expenses. This yielded a net increase of just over \$2.2 million. Regarding sales tax, December numbers apply to October, and McKinney saw an increase of 3.2%, bringing the year-to-date increase to 5.2%. During the same time period,

Allen saw an increase of 15.7%, Plano saw a decrease of .8%, and Frisco saw a decrease of 8.7%. Retail trade shows an increase of 5% and is still averaging an 8% increase over four consecutive months. Board Member Booth asked if Mr. Miller was able to share any insight regarding the Frisco sales tax decreases. Mr. Miller stated that they have reached out to Frisco but have not received additional information. He added that likely explanations for these changes could be a large company moving away from Frisco or if one or more company's sales taxes were rerouted to another city, but Mr. Miller does not have access to any report that would clarify the reason for the change. Board Member Wilkes asked if Mr. Miller had industry information for sister cities, and Mr. Miller shared that the other cities do not have the same transparency as McKinney and do not post that data publicly. Chair Richardson-Woods called attention to the checks issued report. There were no questions.

24-1151 Chair Richardson-Woods called for Board and Liaison Reports.

Board Chair. Chair Richardson-Woods shared that activities were a little slower with the holidays, adding that she and Treasurer Bradford attended the celebration for the completion of the first 2024 home as part of Habitat's Home Repair Program and that several Board members attended the Chestnut Square 50th Celebration. She announced that MCDC does have some open seats for the Chamber Business Meeting today, so let Linda Jones know if you can attend. Board Member Booth added that the Chestnut Square 50th Celebration was a beautiful event. She also volunteered at MEOWS (McKinney Emergency Overnight Warming Shelter) and was impressed with the care and respect provided by all the volunteers. She thanked all the nonprofits in the room and in McKinney for the work they do in the community. Vice Chair Kelly also volunteered with MEOWS and praised the amazing volunteers and work they do, and he thanked Jaymie Pedigo for her years of service with

Chestnut Square. Chair Richardson-Woods encouraged everyone to look for opportunities to serve in the community.

City of McKinney. City Manager Paul Grimes shared that Council would consider a potential bond election for the May ballot at their February 6 meeting. The Bond Committee included 35-36 community members, who recommended five propositions totaling \$485.5 million. Council may also consider a Charter Amendment for the May ballot. On February 16, Council will hold their annual goal setting workshop to start the process of adopting strategic goals for FY 25. February 12 is Council's annual joint meeting with MISD. Mr. Grimes shared they are interviewing the final two candidates for the new Parks and Recreation Director.

Visit McKinney. Events Services Manager Alisha Holmberg announced that Visit McKinney has two new staff members. Amber Lacey is the new Digital Media Coordinator and Paula Martin is the new Executive Assistant. Visit McKinney has entered into a contract with Tom Burnett, with Southwest Sports Partners to assist with bids for NCAA events. Ms. Holmberg announced that Highland Arts and Athletics will host their Lonestar Celtic and Highland games at Myers Park, April 20-21, which will bring 10,000 visitors to McKinney.

McKinney Economic Development Corporation. President Michael Kowski shared that Byron Nelson is May 2-5, and planning has begun throughout City departments. MEDC is enthusiastic about their new partnership with Plug and Play, and accelerator groups that will help expand McKinney's ecosystem of innovative startups. Mr. Kowski shared appreciation and excitement regarding MCDC's partnership and potential plans for MEDC-owned properties.

McKinney Main Street/MPAC. Cultural District Director Andrew Jones shared that the holidays in Downtown were filled with successes and thanked MCDC for their support. Phase 2 of the Tiny Doors project will launch this weekend with some doors already installed and a reception on

January 25 at Visit McKinney. Krewe of Barkus Parade is February 4, and the annual Retail Boot Camp is March 18. On February 8, the Main Street Board will hold a strategic planning workshop. Mr. Jones acknowledged the great leadership Jaymie Pedigo provided for Chestnut Square over the past years.

McKinney Parks and Recreation. Assistant Director of Parks and Recreation Ryan Mullins shared that work at E.A. Randles Park is progressing with estimated completion in Fall, the goal to complete the Recreation Center at Towne Lake is October, in time for Trick or Treat Trails, and bid documents are being reviewed for McKinney Greens Park. Craig Ranch Soccer Complex should be complete in the next couple of months. Mr. Mullins shared that the Parks Department won the 2023 Recreation and Trails Photo Contest with a picture of the Trick or Treat Trails event. He announced that a fire consumed the Grady Littlejohn concession stand and restroom facility this past weekend. That building held all the electrical for pedestrian and ballfield lights, so they are working on solutions for lighting to be able to accommodate evening games at the ballfields. The cause of the fire is still under investigation. Chair Richardson-Woods received clarification that participants in the Trout Derby are not required to have a fishing license. Board Member Booth asked if City parks have security cameras, and Mr. Mullins shared that the City philosophy has been to limit cameras to the entrances and exits of facilities.

As a continuation of the City of McKinney report, Councilwoman Dr. Geré Feltus shared information about the upcoming events associated with Black History Month. Hall Library will host a memory and history display in collaboration with Legacy Keepers of Old East McKinney; The McKinney First Baptist Church will host a community-wide worship on February 4; College MegaFest will be February 17 at St. Mark's and registration is

already at 1,300 students; Gospel Brunch on February 18 at Gather will feature Zacardi Cortez; lecture series on February 22 will host the CEO of Dallas Mavericks, Cynt Marshall; and a 90's Hip Hop House Party, featuring Spinderella is scheduled for March 1. She added that the only ticketed events are the Gospel Brunch and the Hip Hop House Party. The website, www.mckinneybhm.com, has details of all these events plus events hosted by other organizations in the area. Councilwoman Feltus shared that Josh Berry with Bridge the Gap is hosting a five-week STEM camp with most students attending on full scholarship. Additionally, a play based on Rolanda Macharia's book will be performed on March 2 in Garland. Vice Chair Kelly thanked and commended Councilwoman Feltus on her leadership for all these events.

24-1152 Chair Richardson-Woods called for the President's Report. In the absence of President Schneible, Chair Richardson-Woods called attention to the reports attached. She mentioned the MillHouse final report indicated great attendance numbers. She also mentioned that the marketing report indicated significant growth with our Facebook platform.

24-1167 Chair Richardson-Woods called for consideration/discussion on certain CIP Projects eligible for funding under the Transportation Infrastructure Initiative and Economic Development Program by MEDC and MCDC Sales Tax Revenues for FY 2023-2024. Director of Engineering Gary Graham reminded Board members of their partnership with MCDC and MEDC to fund transportation infrastructure with economic development impact. Actual funding generated from FY23 for FY25 projects was just over \$1.1 million, \$559,423.54 from each of the two Boards. Mr. Graham shared a list and location map of planned projects that would be eligible for MCDC/MEDC funding. Engineering staff will reach out to the Board Presidents for input on which projects should be funded with

MCDC/MEDC dollars. Vice Chair Kelly asked for an explanation of the timing of the funding. Mr. Graham shared that the projects are in CIP plans, but the funding is not available until books for the fiscal year are closed and an actual funding amount is verified. He clarified that the list shown today includes all projects that meet the funding parameters, and the projects will be selected in May for the FY25 budget. The process in place allows for both transparency and input from Board Presidents. Vice Chair Kelly verified that the funds have been moved to CIP and interest income will go to the CIP funds. He requested that consideration be given to potentially holding the funds in Board accounts in the future, so MCDC/MEDC could earn the interest. Board Member Booth asked for clarification about the projects shown as “not funded,” and asked specifically about the 380/Stonebridge project, since that area will likely be impacted by the 380 bypass. Mr. Graham verified that the “non funded” projects can be considered for MCDC/MEDC funding. Mr. Graham explained that all streets move employees, so all improvement projects that would increase efficiency would qualify for MCDC/MEDC funding. Regarding the 380/Stonebridge intersection, Mr. Graham shared that any investment made now will bring short term benefits to residents and employees even if the project is impacted by the bypass. He added that prioritization considerations could include road extensions like Collin McKinney Parkway.

Chair Richardson-Woods thanked the Promotional Grant Subcommittee (Mary, David R., Joy, and Chris) for their detailed review of each grant. On behalf of the subcommittee, David Riche shared that total funds budgeted for FY 24 total \$200,000, \$100,000 for each of the two cycles plus unspent promotional funds reappropriated from FY23 in the amount of \$72,205.81. Total Promotional and Community Event grant funds for FY 24 are \$272,205.81. He added that each grant was reviewed

individually with consideration given to: ability to showcase City of McKinney for purposes of business development and/or tourism, anticipated attendance from McKinney residents and visitors to the city, data from past events, number of events supported by a single grant, past grants awarded, and new versus repeat events.

24-1153 Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by Texas Women Society (PC 24-01) in the amount of \$12,500 for the advertising, marketing and promotion of the 2024 McKinney Asian Festival. Secretary Riche reported that the subcommittee recommends \$8,000 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Wilkes, to approve the grant in an amount of \$8,000 as recommended by the subcommittee.

24-1154 Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by ArtByMetta, LLC (PC 24-02) in the amount of \$5,600 for the advertising, marketing and promotion of the 2024 R&B Picnic Festival. Secretary Riche reported that the subcommittee recommends \$2,000 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Booth, to approve the grant in an amount of \$2,000 as recommended by the subcommittee.

24-1155 Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by St. Peter's Episcopal Church (PC 24-03) in the amount of \$12,000 for the advertising, marketing and promotion of the 2024 Empty Bowls Event. Secretary Riche reported that the subcommittee recommends \$12,000 for this grant. Board members unanimously approved a motion by

Secretary Riche, seconded by Board Member Booth, to approve the grant in an amount of \$12,000 as recommended by the subcommittee.

24-1156 Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by McKinney Community Concert Association (PC 24-04) in the amount of \$10,000 for the advertising, marketing and promotion of the 2024-2025 Season Including Six Unique Productions. Secretary Riche reported that the subcommittee recommends \$4,000 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Wilkes, to approve the grant in an amount of \$4,000 as recommended by the subcommittee.

24-1157 Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by ManeGait Therapeutic Horsemanship (PC 24-05) in the amount of \$12,500 for the advertising, marketing and promotion of the 2024 ManeGait LIVE at the Gait Country Fair and Concert. Secretary Riche reported that the subcommittee recommends \$9,000 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Wilkes, to approve the grant in an amount of \$9,000 as recommended by the subcommittee.

24-1158 Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by SBG Hospitality (PC 24-06) in the amount of \$15,000 for the advertising, marketing and promotion of the 2024 Sip and Stroll Series. Secretary Riche reported that the subcommittee recommends \$15,000 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Booth, to approve the grant in an amount of \$15,000 as recommended by the subcommittee.

- 24-1159** Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by McKinney Main Street (PC 24-07) in the amount of \$11,000 for the advertising, marketing and promotion of the 2024 Arts in Bloom Event. Secretary Riche reported that the subcommittee recommends \$11,000 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Booth, to approve the grant in an amount of \$11,000 as recommended by the subcommittee.
- 24-1160** Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by The Heritage Guild of Collin County (PC 24-08) in the amount of \$13,222 for the advertising, marketing and promotion of 2024 events including, but not limited to Farmers Market at Chestnut Square and the following events: Murder Mystery, Bar Wars and Farm Fresh Market Dinner. Secretary Riche reported that the subcommittee recommends \$11,500 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Booth, to approve the grant in an amount of \$11,500 as recommended by the subcommittee.
- 24-1161** Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by Marching Music Made in McKinney (PC 24-09) in the amount of \$5,600 for the advertising, marketing and promotion of the 2024 Drum Corps International Competition in McKinney. Secretary Riche reported that the subcommittee recommends \$5,600 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Wilkes, to approve the grant in an amount of \$5,600 as recommended by the subcommittee.

- 24-1162** Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by Odysseus Chamber Orchestra (dba McKinney Philharmonic Orchestra) (PC 24-10) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2024-2025 Concert Season Including a Minimum of Seven Performances. Secretary Riche reported that the subcommittee recommends \$11,000 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Booth, to approve the grant in an amount of \$11,000 as recommended by the subcommittee.
- 24-1163** Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by Millhouse Foundation (PC 24-11) in the amount of \$13,950 for the advertising, marketing and promotion of the 2024 Millhouse Arts Festivals, and Makers Market Events, Held at McKinney Cotton Mill. Secretary Riche reported that the subcommittee recommends \$12,000 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Booth, to approve the grant in an amount of \$12,000 as recommended by the subcommittee.
- 24-1164** Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by Collin County History Museum (PC 24-12) in the amount of \$15,000 for the advertising, marketing and promotion of the 2024 Created in Collin Exhibit and associated events. Secretary Riche reported that the subcommittee recommends \$13,000 for this grant. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Wilkes, to approve the grant in an amount of \$13,000 as recommended by the subcommittee.

24-1165 Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by Direction 61:3 (PC 24-13) in the amount of \$5,000 for the advertising, marketing and promotion of the 2024 BBQ & Bingo and the 2024 Christmas Mosaix Concert. Secretary Riche reported that the subcommittee recommends \$3,500 for this grant for the promotion of the Mosaix concerts. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Booth, to approve the grant in an amount of \$3,500 limited to the promotion of the Mosaix concerts as recommended by the subcommittee.

24-1166 Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a Project Grant application submitted by ManeGait Therapeutic Horsemanship (4B 24-01) in the amount of five hundred thousand and NO/100 dollars (\$500,000.00) for funding site work and construction of a community event plaza and walking trail. Amount Requested Represents about 5% of Total Project Cost. Zach Schneider, ManeGait Founding Family Member, shared that ManeGait currently serves over 150 riders per week, adding that for every rider, there are two more waiting for therapeutic services. ManeGait's goal for the next 50 years is to continue to be a beacon of hope and healing for the North Texas community. The Beacon Project will help ManeGait serve more riders and grow as a community center. The project optimizes every acre of land by adding a second arena, a 32-stall barn, a brain building therapy center, a new world-class administration building, a Patriot's Plaza, a 75-seat conference center, a community events plaza, and a walking trail. Total cost for the project is just over \$10 million, 56% of which is already raised or pledged and over \$3 million in grant requests is pending. ManeGait is requesting \$500,000 from MCDC for the .4-acre community event plaza and the .3-mile walking trail. Elements of these

projects include artificial turf, concrete surround, shade sails, picnic tables and benches, sensory playboards, relocation of several 40-year-old live oaks, lighting, electrical, audio, a temporary stage for smaller events, landscaping, and a deconstructed granite walking trail. Project work is scheduled to begin in January. Work related to this grant request will take place in May 2024 and from August to November 2025, so they are requesting a two-year term for the grant agreement. Mr. Schneider shared how the project aligns with MCDC goals highlighting several specific benefits it brings to McKinney. The Community Events Plaza will be a venue for festivals, school and organization outings, picnics, and corporate events. The plaza will be open to the public during ManeGait operating hours and special events. The community knowledge center will host national conferences and workshops and regional events and will support tourism by bringing riders, volunteers, corporate groups and other organizations to McKinney from all over the country. Mr. Schneider shared data indicating that while many ManeGait families are McKinney residents, most are from surrounding areas. Mr. Schneider introduced Tricia Nelson, ManeGait's Executive Director. Board Member Booth expressed her excitement for the project and verified that the grant request is for funding of the plaza and walking trails, not the buildings. Mr. Schneider added that the existing arena funded by MCDC in 2010 will remain in place. Ms. Booth sought clarification on fees for organizations to utilize the plaza. Ms. Nelson stated that a small fee would be associated with reservations utilizing the kitchen, but generally facility use would not require a fee. Vice Chair Kelly asked for clarification about the two-year grant timeline. Ms. Nelson shared that some of the work associated with this grant request will occur at the beginning of the project (relocating trees) and some will occur closer to the end of the two-year project (shade sails, turf, event space). Mr. Kelly confirmed that the new arena is not part of this grant request. Board Member Wilkes asked about

the location of the walking trail, and Mr. Schneider shared a diagram to clarify. Chair Richardson-Woods verified that the ManeGait community event plaza and trails would be open during operating hours. Secretary Riche asked if ManeGait considered the subcommittee's comments regarding a loan versus grant. Ms. Nelson shared that a portion of their funding is a loan due to the nature of pledges being received over time, so they will be using the property as collateral for that loan, and they would not be likely to use the same collateral for a second loan. Board Member Booth inquired about space that could be reserved, indoor, outdoor or both. Chair Richardson-Woods asked about how the space would be marketed to the community. Ms. Nelson shared that they would promote heavily on social media, website, and email, especially focusing on nonprofit organizations. Chair Richardson-Woods asked what spearheaded ManeGait's need for the space. Ms. Nelson said they continually receive requests from corporations and organizations regarding team-building workshops and volunteer days, but these groups generally require classroom space along with outdoor programming areas. Secretary Riche expressed the importance of not closing off the public plaza area for a private event. Vice Chair Kelly verified that the total project cost was just over \$10.2 million and clarified that this grant request represents about 5% of the total project. Mr. Schneider added that they have four groups bidding on the project, and the goal is to reduce some costs without sacrificing value. Vice Chair Kelly asked about the partnership with Tradition Homes and Darling Homes. Mr. Schneider stated that Tradition Homes and individual owners have contributed to the project. He explained that Darling Homes is now owned by Taylor Morrison. Ms. Nelson added that every member of the ManeGait Board has contributed to the project. Secretary Riche asked if they have alternate funding in the event MCDC does not award a grant, and Ms. Nelson stated that they would need to reevaluate funding options and/or

project timeline. Board Member Wilkes verified that the ManeGait nonprofit owns the land. Board members unanimously approved a motion by Board Member Booth, seconded by Vice Chair Kelly, to close the public hearing.

24-1168 Chair Richardson-Woods called for consideration/discussion/action on the 2024 Quality of Life Award Nominations. After extensive discussion, Board members unanimously approved a motion by Board Member Booth, seconded by Vice Chair Kelly, to approve the individual award selection as #7 and the organization award selection as letter E. President Schneible will notify award recipients.

Chair Richardson-Woods called for public comments regarding matters not on the agenda, and there were none. There were no additional Board comments.

Chair Richardson-Woods recessed the meeting into Executive Session at 9:48 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters include Project 24-01 (ManeGait Therapeutic Horsemanship), Project 20-09 (TUPPS Brewery and Entertainment Destination), Project Vibes, Project Hemispheres, and Project 4B 17-04 (Craig Ranch Resort Hotel). She announced that the Board will not be taking any action after Executive Session.

Chair Richardson-Woods reconvened the meeting of McKinney Community Development Corporation back into regular session at 10:55 a.m.

Chair Richardson-Woods called for a motion to adjourn. Board members unanimously approved a motion by Secretary Riche, seconded by Vice Chair Kelly, to adjourn. Meeting was adjourned at 10:56 a.m.

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

These minutes approved by the MCDC members on: _____

SIGNED:

ANGELA RICHARDSON-WOODS

Board Chair

ATTEST:

DAVID RICHE
Board Secretary