

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

FEBRUARY 17, 2026

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Tuesday, February 17, 2026, 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: Mayor Bill Cox, and Councilmen Justin Beller and Ernest Lynch.

Staff Present: MEDC President Michael Kowski, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Director of Strategy & Operations Glynnis Woolridge, Director of Business Retention & Workforce Development Madison Clark, MEDC Marketing & Special Events Coordinator Shannon Roberts, MEDC Business Intelligence Analyst Erick Rodriguez, City Manager Paul Grimes, Assistant City Manager Jennifer Arnold, City Attorney Alan Lathrom, Audio/Visual Technician Joshua Arias, Assistant Finance Director Chance Miller, 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.

26-0044 Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of December 16, 2025.

Board members unanimously approved the motion by Board member Woodruff, seconded by Secretary/Treasurer Helsley, to Approve and Refer the Minutes of the McKinney Economic Development Corporation Meeting of December 16, 2025.

26-0045 Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced last week there was an annual joint Council meeting with the McKinney ISD. Discussion items included the school district's strategic plan, and a few security

arrangements between the school and the city. Mr. Grimes announced the March 3rd voting primary is under way and City Hall is a polling location. The McKinney Affordable Housing Summit will be on April 13th at McKinney ISD Stadium from 8:00 AM to 3:00 PM. The keynote speaker is Cullum Clark. Today at the City Council Work Session, Root Policy Research will present updated information on the status of housing in McKinney, particularly affordable housing. Mr. Grimes announced this Friday is the City Council annual strategic goal-setting meeting.

Visit McKinney- Executive Director Aaron Werner announced Visit McKinney was contacted by the Dallas Sports Commission for a spot for Football Club (FC) Barcelona to host summer soccer clinics. Mr. Werner announced this week Visit McKinney is sponsoring an Emergency Medical Technician (EMT) conference at Collin College, in March will be hosting the PPA Texas Open at the Courts of McKinney, the BMW Half Marathon is March 28th and currently over 60% sold out. The International Girls Cup is April 1st-5th, with teams from Mexico, Columbia and Ukraine already signed up. There will be about 150 teams.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced the Marketing Committee met and will have an update on the new logo today. Time was also spent talking about all things Byron Nelson.

Finance Committee- Vice Chairman Kuehn announced the Finance Committee did not meet.

Innovation Committee- Board member Denissen announced the Innovation Committee met and Project Manager Troy Billett presented items to them that will be shared later.

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

Governance Committee- Vice Chairman Kuehn announced there is a meeting coming up.

Board Chairman- Chairman Loughmiller announced there are very good things happening for McKinney.

26-0046 Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- MEDC President Kowski announced he would like to introduce Glynnis Woolridge as the MEDC Director of Strategy and Operations and Chief of Staff. Ms. Woolridge comes from Workforce Solutions of North Central Texas and her background focuses on brand and strategic alignment, communications and public relations.

26-0120 Chairman Loughmiller called for a presentation on New Branding and Logo Adoption for the MEDC. MEDC Marketing & Social Media Manager Luke Gajary gave a presentation. The presentation from agenda item 26-0120 not posted on the agenda is included in this document as *Exhibit A: The McKinney EDC Visual Brand*.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Hamilton, to adopt New Branding and Logo for the MEDC.

26-0121 Chairman Loughmiller called for a presentation on McKinney Chamber of Commerce Update and Strategic Objectives. McKinney Chamber of Commerce President Lisa Hermes gave a presentation. The presentation from agenda item 26-0121 not posted on the agenda is included in this document as *Exhibit B: McKinney Chamber Updates and Strategic Plan*.

26-0047 Chairman Loughmiller called for the November 2025 Financials. Assistant Finance Director Chance Miller Announced we collected a little over \$2 million for the month of November, the majority of which was sales tax revenues. For expenditures, there was \$331,000 in operational expenses, a little over \$700,000 in projects expenses, and slightly over \$500,000 in non-departmental, totaling \$1.6 million in expenditures for

November. For sales tax, McKinney had a 4.8% increase over last year. Allen had a 10.7% increase, Frisco had a slight decrease, and Plano had a 2.8% increase. Year-to-date we are at 4%.

26-0122 Chairman Loughmiller called for the December 2025 Financials. Assistant Finance Director Miller announced we collected \$10.8 million in December, the majority from the sale of land in December. There was a little over \$2 million collected in sales tax. For expenditures, there was close to \$400,000 in operational expenses, \$7.7 million in projects expenses, and slightly over \$500,00 in non-departmental expenses, totaling \$8.6 million in expenditures for December. The month of December applies to October sales. McKinney had a 5.5% increase, Allen had a 24.6% increase, Frisco had a slight decrease, and Plano had a 26% increase. Plano had audit collections, Allen is a true increase with the help of their new Costco.

26-0123 Chairman Loughmiller called for the Final September 2025 Financials. Assistant Finance Director Miller announced the finance department has met with the audit committee and will present the final financial statements as a City on March 3rd. Mr. Miller announced the balance sheet looks a lot different than it did last year. MEDC had a lot of activity in 2025. Total assets last year ended at \$112 million, and we are up to \$168 million now. We have purchased land and issued debt. Last year it was \$66 million and now we are at \$106 million now. Liabilities have also increased. We are at \$94.6 million now, and last year we ended at \$20 million. The big difference is due to bonds payable. We had \$16 million last year and this year are at \$66 million. For sales tax, last year we ended at \$23.8 million. We budgeted for a 3% increase and ended up slightly over budget, at \$24.6 million. For expenditures, there was \$4 million in operations expenses, \$78 million in projects expenses, and \$7 million in non-departmental expenses, which will be increasing this next

year. For the ending fund balance, we started the year at \$38.5 million and ended at \$40.4 million.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Williams, to Approve the Final September 2025 Financials, November 2025 Financials, and December 2025 Financials.

Chairman Loughmiller recessed the meeting into Executive Session at 8:43 a.m.

Chairman Loughmiller reconvened the meeting into open session at 9:43 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Denissen, to Amend ILS Gummies 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 9:43 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 17, 2026.

SIGNED:

BRIAN S. LOUGHMILLER
Chairman

ATTEST:

THAD HELSLEY
Secretary/Treasurer

*EXHIBIT A: The McKinney EDC
Visual Brand*

OUR TONE

- Confident
- Modern
- Approachable
- Visionary
- Community-minded



CITY
COMMUNICATIONS
TEAM



THE LOGO AND SYSTEM

- Strong silhouette across all sizes
- Texas outline + star reinforce place identity
- Clean typography for professionalism
- Two-color system ensures long-term brand strength



**THIS UPDATED BRAND HELPS US TELL A
STRONGER STORY — ONE THAT REFLECTS THE
INNOVATION, GROWTH, AND PARTNERSHIPS
THAT DEFINE MCKINNEY TODAY.**



*Exhibit B: McKinney Chamber Updates
and Strategic Plan*



MEDC BOARD MEETING
McKinney Chamber Updates & Strategic Plan
February 17, 2026



**Staff of 8
Board of Directors**

**Five Star Accreditation
Highest Level- Top 1%**



501 (c) (6)





Mission | Vision | Values

Mission


To lead, connect and empower our stakeholders to advance business and community excellence

Vision

A globally competitive, vibrant community for current and future generations

Values

- Servant Leadership**
We lead by serving
- Integrity**
We are honest and ethical
- Collaboration**
We develop partnerships to benefit all
- Empathy**
We demonstrate humility and respect to understand diverse perspectives



Chamber Advocacy

Government & Legislative Issues

Join the McKinney Chamber Government & Legislative Issues Committee (GLI) each month to get updates from our elected officials and hear information from highlighted speakers discussing issues facing our community

Initiative Based Board Task Force

McKinney Chamber Board identifies key community initiatives that support local business and community. 2025 initiatives include affordable housing, and education and workforce development.

Capitol Engagement

- Joint events with Collin County Chambers
- Austin & DC Fly-Ins
- Austin Legislative Consultant



Proven Results

COMMUNITY
IMPACT

Advertise | Careers | About | Become an InCider



LOGIN

Select your community >

DALLAS-FORT WORTH / MCKINNEY / BUSINESS

Dollars pouring in: McKinney sees sales tax boost from package liquor stores



By Karen Chaney, Colby Farr | 4:30 PM Nov 21, 2025 CST
Updated 9:55 AM Nov 24, 2025 CST



lcom/corporate-careers/



2025 By the Numbers

329 New Members

62 Ribbon Cuttings

550 State of the City Attendees

8500 Votes Cast in Best of McKinney

200 + Chamber Programs & Events

31 Leadership McKinney Graduates

890.7 Social Media Impressions



Programs



SSA
SENIOR SERVICES
ALLIANCE



LM
ALUMNI
NETWORK



mic
MCKINNEY INCLUSION
COUNCIL | AMPLIFYING VOICES FOR AN
INCLUSIVE COMMUNITY



A
AMBASSADORS



WAM
WOMEN'S ALLIANCE
OF MCKINNEY



LM
LEADERSHIP
MCKINNEY



MYP
MCKINNEY YOUNG
PROFESSIONALS



LINKS
LEARN INFORM
NETWORK KNOW SHARE



Signature Events



CONFERENCE
Revitalize & Empower: 25 Years of Women's Leadership Success
Keynote Speakers
MERCEDES JOHNSON
Workforce Training & Development Specialist |
State Director, Subcontracting | MPA/UM
SANDY TUTWILER
Owner & Education Consultant |
Senior Director of Process & McKinney
PRESENTED BY 
SEPTEMBER 12, 2024 | 8am
LOCATION | SHERATON MCKINNEY
SEPTEMBER 12, 2024 | 8AM | LOCATION: SHERATON MCKINNEY



2025 McKinney Community Awards
CASINO ROYALE
Presented by

February 28
6 PM
Sheraton McKinney Hotel



MCKINNEY
STATE
of
the
CITY
*Building today.
for tomorrow.*
MCKINNEY'S NEXT CHAPTER



**NEW HIRE
WELCOME BREAKFAST**

July 30th 2025
7:30-10:00 AM
Hosted by  Presented by 



28TH ANNUAL
**GOLF
CLASSIC**

MAY 10,
2025 | 



Additional Events

HOSTED BY
 MCKINNEY CHAMBER OF COMMERCE MEDC

MCKINNEY AIR CENTER: LATEST UPDATES & DEVELOPMENTS

OCTOBER 22, 2024
 8:00 - 9:30AM

SRS DISTRIBUTION INC.
 7440 State Hwy 121, McKinney

PRESENTED BY
CoServ

FEATURED PANELISTS
 KEN CARLEY DIRECTOR, MCKINNEY NATIONAL AIRPORT
 BARRY SHELTON ASSISTANT CITY MANAGER, CITY OF MCKINNEY

CEO SERIES
Featuring
Paul Grimes
 McKinney City Manager

Title Sponsor
TBS
 The Body Shop

Join us for an engaging CEO Series Coffee Chat with McKinney City Manager Paul Grimes as he shares insights into his leadership journey. Don't miss this unique opportunity to connect and gain valuable perspectives.

JANUARY 16TH | 8-9:30 AM
 Location: McKinney Performing Arts Center-Noble Hall

mckinneychamber.com

ANNUAL BUSINESS MEETING

DATE
 January 30, 2025

TIME
 11:30 - 1:00 PM

LOCATION
 Collin College Conference Center-McKinney Campus

REGISTER NOW
 mckinneychamber.com

McKinney Chamber

STRATEGIC Plan 2026-28

Business Model
 Achieving operational excellence, diversifying revenue streams, and enhancing member value.

Solve Business Challenges
 Directly providing resources to help members become more competitive and resilient.

Strategic Partnerships
 Leveraging collaboration to drive regional growth and maintain a healthy community environment.

Trust/Storytelling
 Become the indispensable resource for information and a powerful platform for member success.

Advocacy
 Serve as the unified voice of business, focusing on key issues that impact local prosperity and quality of life.

New Programming



Follow us!

