JOINT MEETING OF THE MCKINNEY CITY COUNCIL AND

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

AUGUST 20, 2024

The City Council of the City of McKinney, Texas, met in joint session with the McKinney Economic Development Corporation in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas on Tuesday, August 20, 2024 at 4:30 p.m.

The meeting was broadcast live on Spectrum Channel 16; AT&T U-Verse Channel 99; and online at https://mckinneytx.new.swagit.com/views/130.

Council members Present: Mayor George Fuller, Mayor Pro Tem Geré Feltus, Justin Beller, Patrick Cloutier, Rick Franklin, Charlie Philips, and Michael Jones.

MEDC 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.

Staff Present: City Manager Paul Grimes, City Attorney Mark Houser, City Secretary Empress Drane, Accounting Manager Chance Miller, MEDC President Michael Kowski, MEDC Senior Vice President Michael Talley, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Social Media and Marketing Manager Luke Gajary, Director of Business Retention and Workforce Development Madison Clark, MEDC Project Manager Caroline Causey, MEDC Project Manager Mike Wilkes, McKinney Community Development (MCDC) President Cindy Schneible, Organizational Development & Performance Management Director Joseph Mazzola, Environmental Outreach & Engagement Coordinator Mary Abercrombie, Information Technology Audio/Video Technician Joshua Aria, and Parks, Recreation & Open Space (PROS) Director Amy Kinkade.

There were five (5) members of the public present including these appointed officials of the city: McKinney Main Street Board member AJ Micheletto, Capital Improvements Advisory Committee member Steve Wilson, MCDC member David Kelly, and MCDC member David Riche.

Mayor Fuller on behalf of City Council and Chairman Brian Loughmiller on behalf of the McKinney Economic Development Corporation called the joint meeting to order at 4:33 p.m. after determining a quorum of their respective governing bodies were present.

Mayor Fuller called for Public Comments and there were none.

24-1874 Mayor Fuller called for a presentation on the MEDC Monthly Reports with no action taken. MEDC President Michael Kowski announced this is the second joint meeting between City Council and MEDC this year, but today is different. Today is about the overall strategy. MEDC President Kowski noted firstly, he would like to show a little of what is presented monthly to the MEDC Board. MEDC Senior Vice President Michael Talley and MEDC Marketing & Social Media Manager Luke Gajary will give updates on what is going on at MEDC. Mr. Talley announced there are 18 projects in the active project pipeline. There are 86 current applications in the Innovation Fund pipeline. Mr. Gajary announced there are now over 3,000 LinkedIn followers. LinkedIn is our most active and engaged social media platform. We are working to increase the following away from primarily McKinney residents, business owners and brokers to a broader US audience. One reason for the LinkedIn growth is CREW Dallas, an event where Mr. Talley spoke. Mr. Gajary noted the most-visited page on the website is the Innovation Fund page. Mr. Gajary gave a shout out to MEDC Project Manager Mike Wilkes for all the activities happening with the Innovation Fund.

24-1875 Mayor Fuller called for a presentation on MEDC Fiscal Year 2024-25 Draft Strategic Objectives from MEDC President Michael Kowski with no action taken. The presentation from agenda item #24-1875 not posted on the agenda is included in this document as *Exhibit A: MEDC Fiscal Year 2024-25.*

Mayor Fuller called for the Executive Session at 4:56 p.m., in accordance with the Texas Government Code:

A. Section 551.071(2) Consultations with Attorney on any Work Session, Special Session, or Regular Session agenda item requiring confidential attorney/client advice necessitated by the deliberation or discussion of said items (as needed)

B. Section 551.072. Deliberations about Real Property

- Strategic Property Acquisitions

C. Section 551.087. Deliberation Regarding Economic Development Matters

- Downtown City-Owned Redevelopment Update

- Project Mirage

- Project Terrigen

- Notes Live/VENU

The joint meeting members returned from Executive Session at 5:50 p.m. taking no action on items discussed in the Executive Session.

City Council unanimously approved the motion by Mayor Pro Tem Feltus, seconded by Council member Cloutier, and MEDC Board members unanimously approved the motion by Board member Denissen, seconded by Vice Chairman Kuehn, to Adjourn the meeting at 5:50 p.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 October 15, 2024 and referred to the City Council Regular Meeting of November 5, 2024.

SIGNED:

McKinney Economic Development Corporation

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BRIAN S. LOUGHMILLER
MEDC Chairman
KURT KUEHN
MEDC Vice Chairman

____
THAD HELSLEY
Secretary/Treasurer

McKinney City Council

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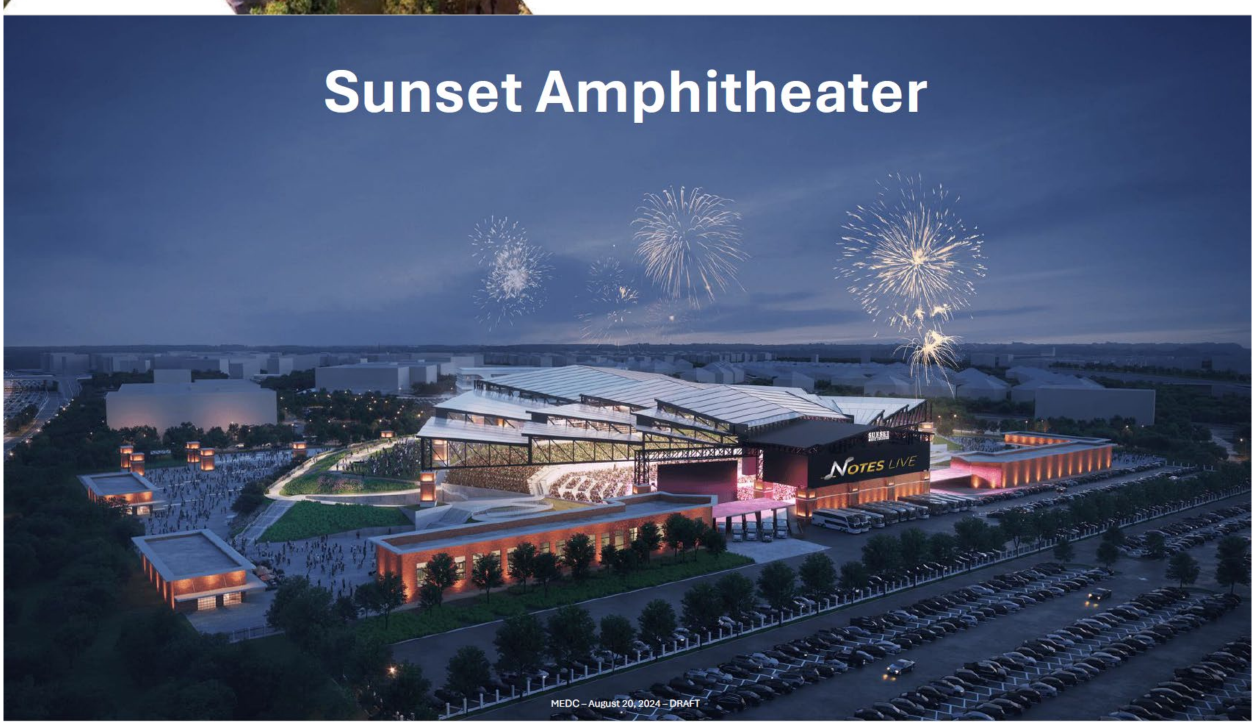
GEORGE C. FULLER
Mayor
GERÉ FELTUS
Mayor Pro Tem

____
EMPRESS DRANE
City Secretary
TENITRUS BETHEL PARCHMAN
Deputy City Secretary

Exhibit A – 24-1875 MEDC Fiscal Year 2024-25


Strategic
Objectives
FY 24/25 Draft
Michael Kowski
President & CEO
August 20, 2024
MEDC
McKinney Economic Development Corporation


Sunset Amphitheater
NOTES LIVE
MEDC – August 20, 2024 – DRAFT

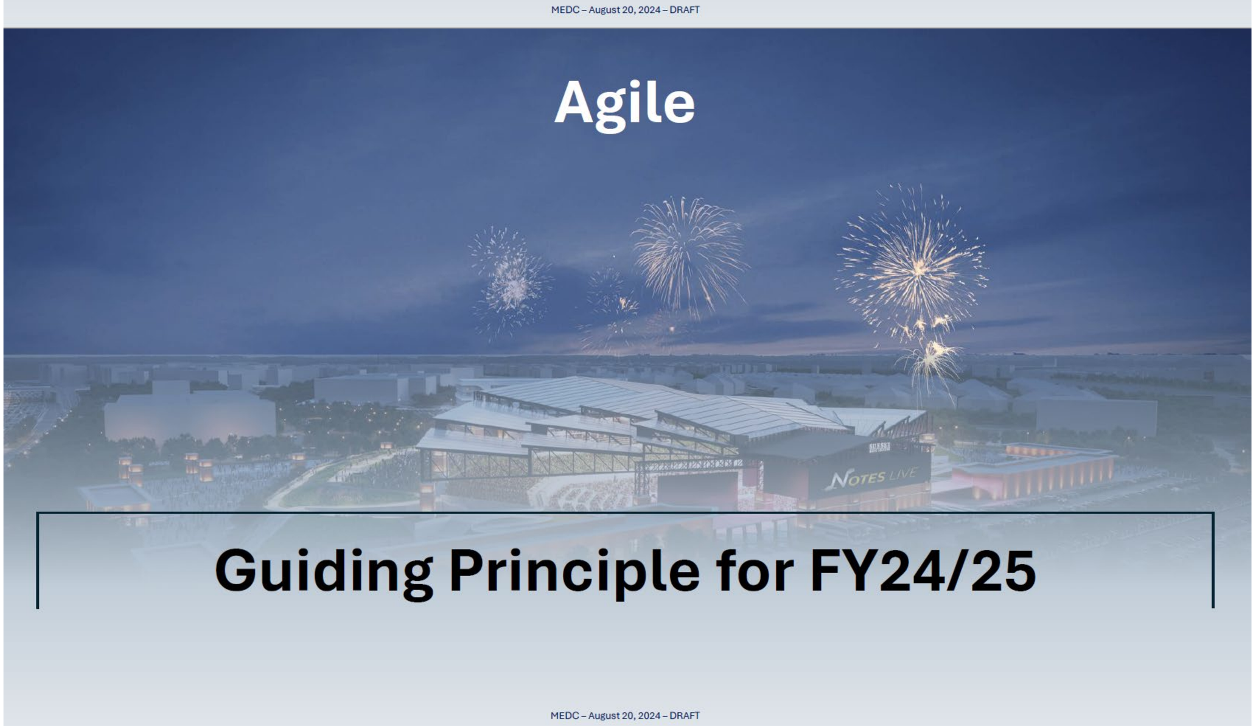

Alignment
NOTES LIVE
MEDC – August 20, 2024 – DRAFT

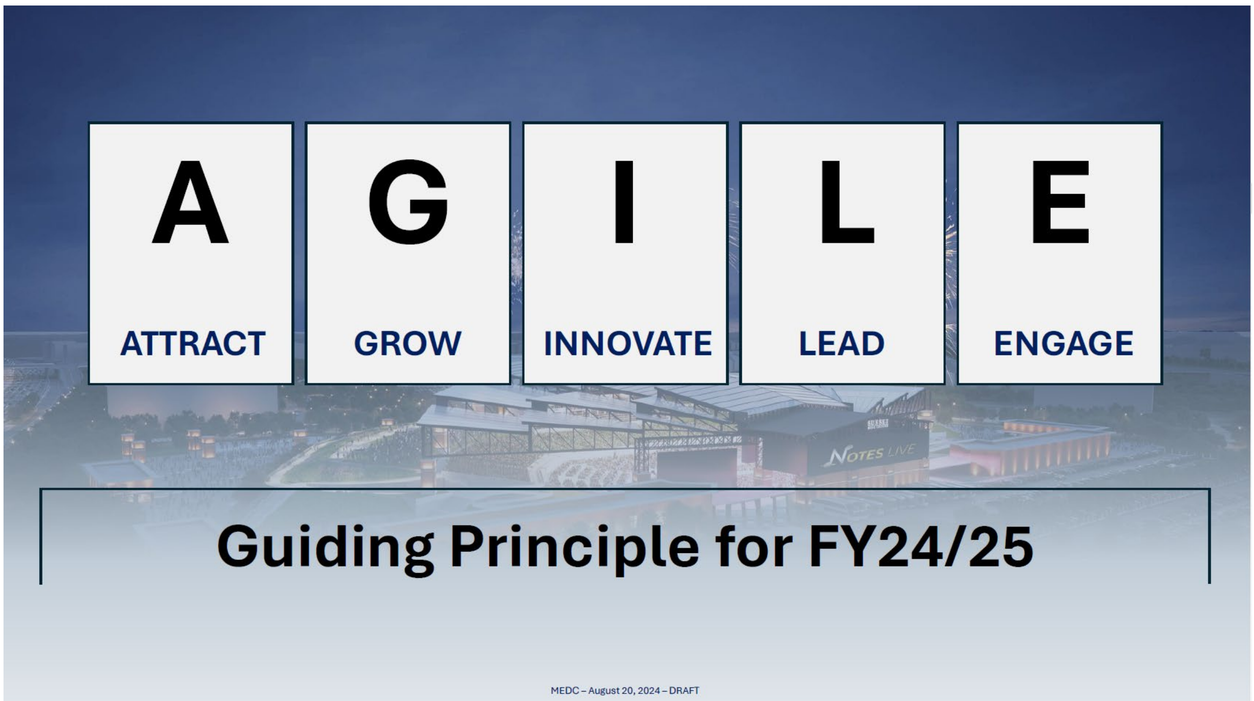

Agile
NOTES LIVE
MEDC – August 20, 2024 – DRAFT


Agile
Ability to move quickly and easily
MEDC – August 20, 2024 – DRAFT


Agile
Ability to create and respond to change
MEDC – August 20, 2024 – DRAFT


Agile
A way of dealing with, and ultimately succeeding in, an evolving environment
MEDC – August 20, 2024 – DRAFT


Agile
Guiding Principle for FY24/25
MEDC – August 20, 2024 – DRAFT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ENGAGE
Guiding Principle for FY24/25
MEDC – August 20, 2024 – DRAFT


Inputs
2023-2026 MEDC Strategic Plan
City Council Goals FY24/25
ONE McKinney 2040 Comprehensive Plan
Board Retreat – Facilitated by Doug Thomas
Two Internal Staff Retreats
Various Committee Meetings
Market Research
MEDC – August 20, 2024 – DRAFT


Inputs
2023-2026 MEDC Strategic Plan
City Council Goals FY24/25
ONE McKinney 2040 Comprehensive Plan
Board Retreat – Facilitated by Doug Thomas
Two Internal Staff Retreats
Various Committee Meetings
Market Research
ATTRACT Business Attraction & Development
▪ Target High-Impact Industries: Focus on attracting corporate headquarters, family-entertainment venues, hotel & convention space, and mixed-use developments.
▪ Leverage McKinney's Quality-of-Place: Promote McKinney's parks & recreation and open spaces and position our unique assets like the airport and historic downtown as regional and national differentiators.
▪ Strategic Land Use and Development: Prioritize the development and utilization of MEDC-owned land, including master planning, infrastructure readiness, and new property acquisition.
GROW Business Retention & Expansion
▪ Strengthen Business Retention and Expansion (BRE) Programs: Conduct regular site visits with existing businesses and provide tailored support through incentives, training programs, and resource connections.
▪ Promote Workforce Development: Collaborate with state agencies and regional educational institutions to provide workforce training support to help businesses upscale jobs and remain competitive.
▪ Diversify McKinney's Tax Base: Aim for a 3-to-1 commercial to residential tax base ratio by pursuing strategic developments that contribute to long-term financial sustainability.
INNOVATE Innovation & Entrepreneurship
▪ Expand and Update the Innovation Fund: Increase the availability, allocation amount, and visibility of the Innovation Fund to support startups, driving McKinney's brand as a start-up hub and AI Center of Excellence.
▪ Develop Incubator and Coworking Spaces: Create spaces and programs to attract and nurture young companies and tech startups, including incubators and coworking spaces that support innovation.
▪ Leverage Plug & Play and Startup Ecosystem: Utilize partnerships like Plug & Play to enhance McKinney's innovation ecosystem and identify startups from across the country and around the globe to locate in McKinney.
LEAD Leadership & Operational Excellence
▪ Align Governance with Strategic Objectives: Regularize performance reviews and KPI check-ins that align with MEDC's strategic goals, focusing on metrics that measure real outcomes rather than effort.
▪ Strengthen Collaboration with the City Council: Improve coordination and alignment between the MEDC and City Council by holding joint planning sessions and ensuring strategic vision consistency.
▪ Optimize Internal Structures and Processes: Refine governance structures, such as subcommittees, and enhance communication channels to ensure streamlined decision-making and execution.
ENGAGE Engagement & Brand Management
▪ Enhance Community Communication and Branding: Launch campaigns to better inform residents and stakeholders about MEDC's activities, focusing on successes and clarifying the organization's value proposition.
▪ Community and Business Forums: Participate in and organize events that engage both residents and businesses, providing platforms for dialogue, networking, and collaboration.
▪ Promote Digital Outreach and Content Creation: Expand digital presence through platforms like YouTube, newsletters, and social media, targeting both internal and external audiences to build awareness and support.
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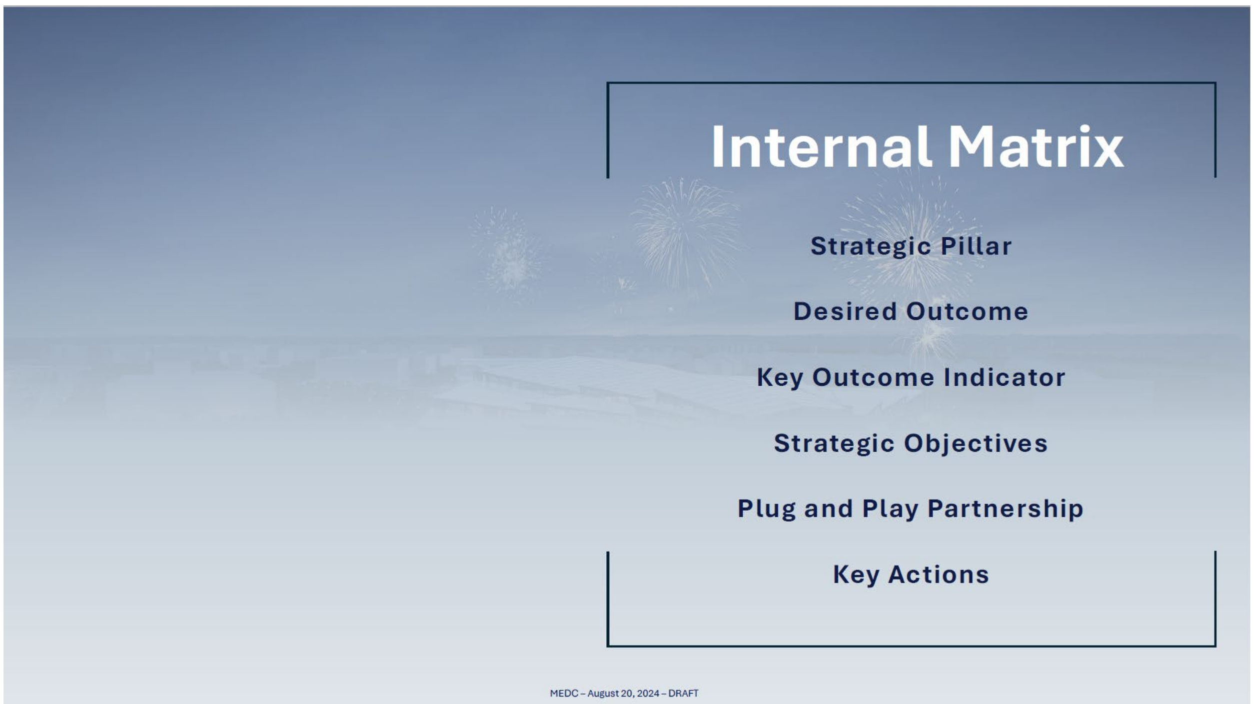
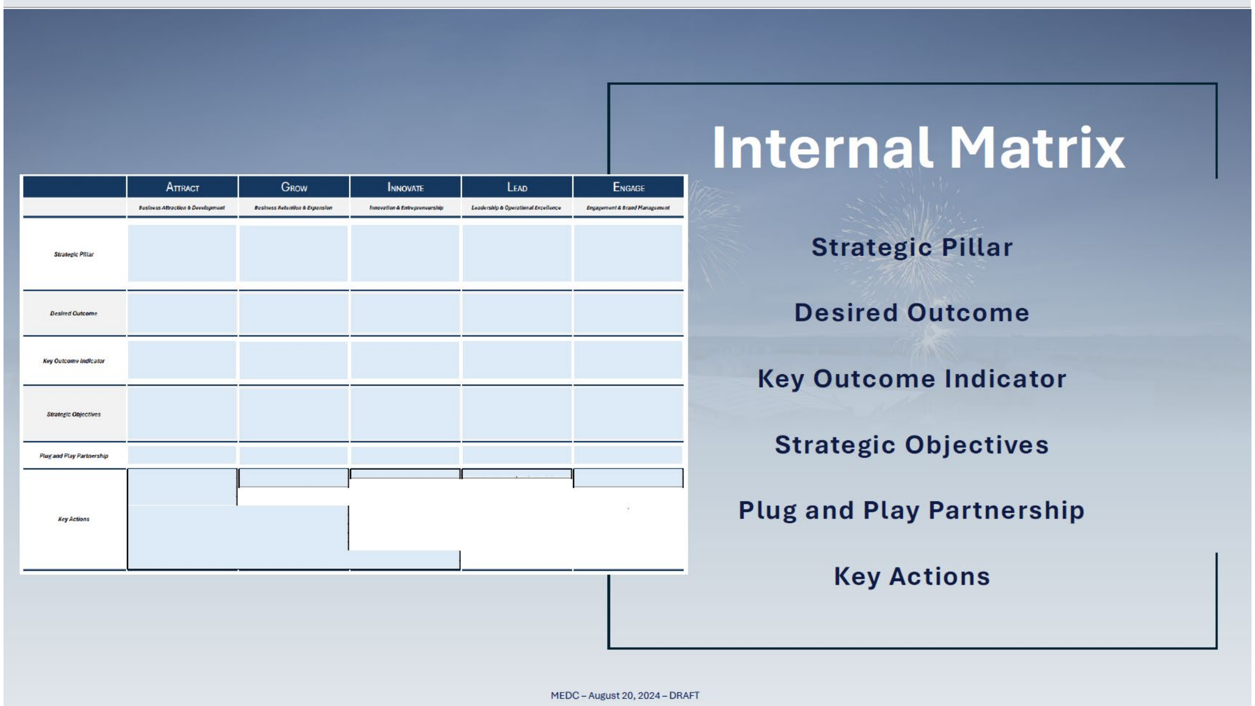
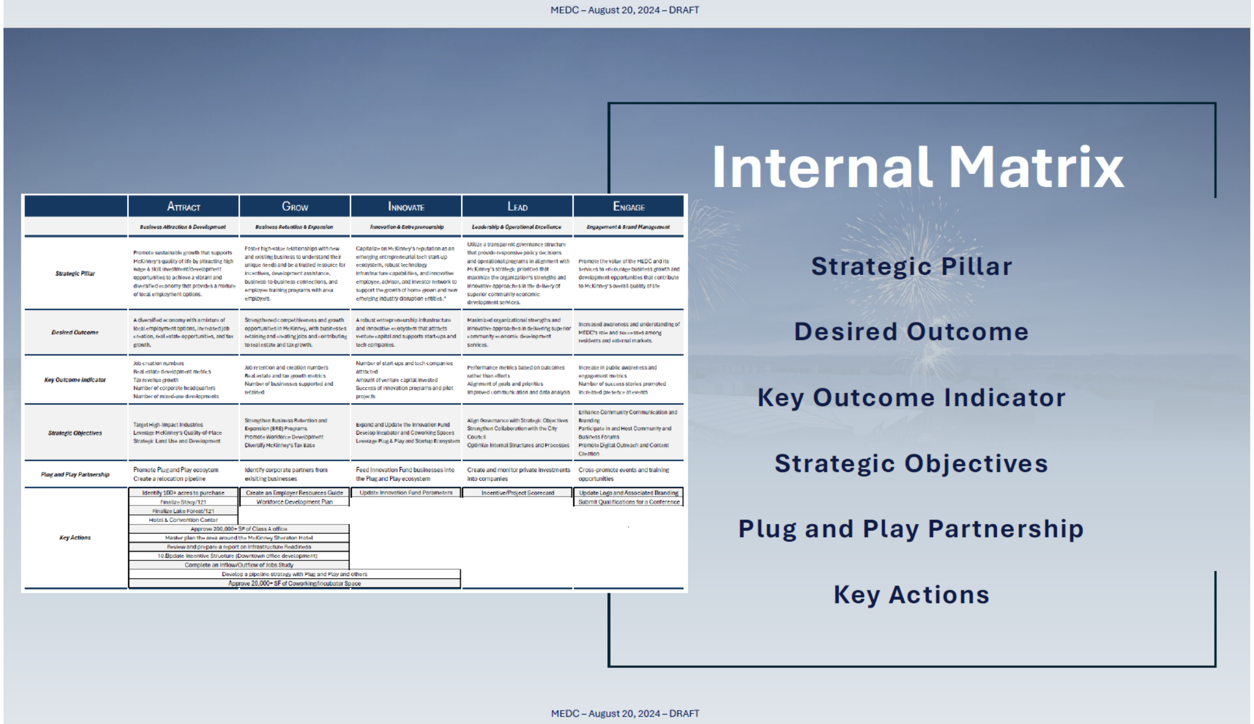


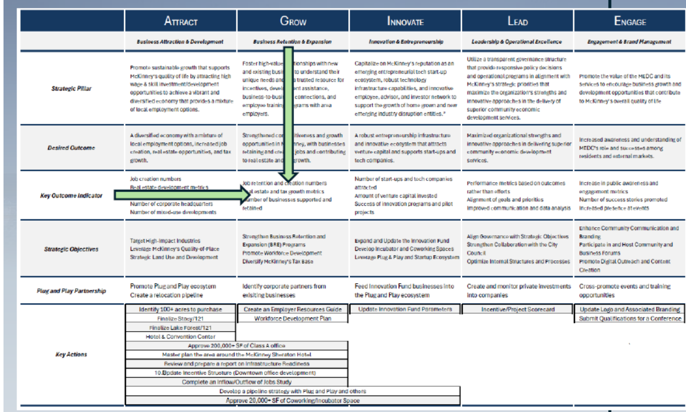


	Attract	Grow	Innovate	Lead	Engage
	Business Attraction & Development	Business Retention & Expansion	Innovation & Entrepreneurship	Leadership & Operational Excellence	Engagement & Brand Management
Strategic Pillar					
Desired Outcome					
Key Outcome Indicator					
Strategic Objectives					
Plug and Play Partnership					
Key Actions					



	Attract	Grow	Innovate	Lead	Engage
	Business Attraction & Development	Business Retention & Expansion	Innovation & Entrepreneurship	Leadership & Operational Excellence	Engagement & Brand Management
Strategic Pillar	Promote sustainable growth that supports McKinney's quality of life by attracting high wage & skill investment/development opportunities to achieve a vibrant and diversified economy that provides a mixture of local employment options.	Foster high-value relationships with new and existing business to understand their unique needs and be a trusted resource for incentives, development assistance, business-to-business connections, and employee training programs with area employers.	Capitalize on McKinney's reputation as an emerging entrepreneurial tech start-up ecosystem, robust technology infrastructure capabilities, and innovative employee, advisor, and investor network to support the growth of home grown and new emerging industry disruption entities.*	Utilize a transparent governance structure that provide responsive policy decisions and operational programs in alignment with McKinney's strategic priorities that maximize the organization's strengths and innovative approaches in the delivery of superior community economic development services.	Promote the value of the MEDC and its services to encourage business growth and development opportunities that contribute to McKinney's overall quality of life
Desired Outcome	A diversified economy with a mixture of local employment options, increased job creation, real estate opportunities, and tax growth.	Strengthened competitiveness and growth opportunities in McKinney, with businesses retaining and creating jobs and contributing to real estate and tax growth.	A robust entrepreneurship infrastructure and innovative ecosystem that attracts venture capital and supports start-ups and tech companies.	Maximized organizational strengths and innovative approaches in delivering superior community economic development services.	Increased awareness and understanding of MEDC's role and successes among residents and external markets.
Key Outcome Indicator	Job creation numbers Real estate development metrics Tax revenue growth Number of corporate headquarters Number of mixed-use developments	Job retention and creation numbers Real estate and tax growth metrics Number of businesses supported and retained	Number of start-ups and tech companies attracted Amount of venture capital invested Success of innovation programs and pilot projects	Performance metrics based on outcomes rather than efforts Alignment of goals and priorities Improved communication and data analysis	Increase in public awareness and engagement metrics Number of success stories promoted Increased presence at events
Strategic Objectives	Target High-Impact Industries Leverage McKinney's Quality-of-Place Strategic Land Use and Development	Strengthen Business Retention and Expansion (BRE) Programs Promote Workforce Development Diversify McKinney's Tax Base	Expand and Update the Innovation Fund Develop Incubator and Coworking Spaces Leverage Plug & Play and Startup Ecosystem	Align Governance with Strategic Objectives Strengthen Collaboration with the City Council Optimize Internal Structures and Processes	Enhance Community Communication and Branding Participate in and Host Community and Business Forums Promote Digital Outreach and Content Creation
Plug and Play Partnership	Promote Plug and Play ecosytem Create a relocation pipeline	Identify corporate partners from exisiting businesses	Feed Innovation Fund businesses into the Plug and Play ecosystem	Create and monitor private investments into companies	Cross-promote events and training opportunities
Key Actions	Identify 100+ acres to purchase Finalize Stacy/121 Finalize Lake Forest/121 Hotel & Convention Center Approve 200,000+ SF of Class A office Master plan the area around the McKinney Sheraton Hotel Review and prepare a report on Infrastructure Readiness 10.Update Incentive Structure (Downtown office development) Complete an Inflow/Outflow of Jobs Study Develop a pipeline strategy with Plug and Play and others Approve 20,000+ SF of Coworking/Incubator Space	Create an Employer Resources Guide Workforce Development Plan	Update Innovation Fund Parameters	Incentive/Project Scorecard	Update Logo and Associated Branding Submit Qualifications for a Conference

Internal Matrix



	Attract	Grow	Innovate	Lead	Engage
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Strategic Pillar

Desired Outcome

Key Outcome Indicator

Strategic Objectives

Plug and Play Partnership

Key Actions

A ATTRACT

G GROW

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L LEAD

E ENGAGE

Guiding Principle for FY24/25

AGILE

ATTRACT

Business Attraction & Development

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AGILE

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AGILE

INNOVATE

Innovation & Entrepreneurship

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AGILE

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AGILE

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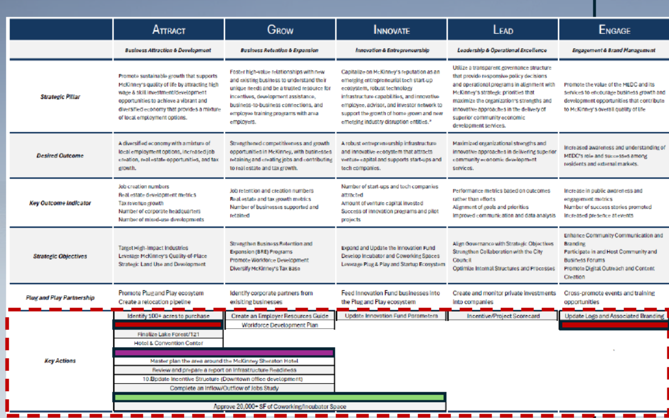

Internal Matrix

Strategic Pillar

Desired Outcome

Key Outcome Indicator

Strategic Objectives

Plug and Play Partnership

Key Actions

KEY ACTIONS

- **Master plan and execute a development agreement for Stacy/121**
  - Target: Family entertainment, office, and mixed use
- **Master plan and/or release Lake Forest/121**
  - Target: High-volume Retail, office, and mixed use
- **Master plan the area around the McKinney Sheraton Hotel**
  - Target: Complementary uses to the Amphitheater
- **Complete a study of Inflow/Outflow of Jobs to target industry and employment opportunities that meet regional/local commuting talent, which will reduce labor shed to other cities and attract from other cities**
- **Identify 100+ acres of land for acquisition in strategic locations**

KEY ACTIONS

- Research locations for a Hotel & Convention Center
- Approve 200,000+ SF of Class A office by Q2 of 2025
- Approve 20,000+ SF of Coworking/Incubator space by Q2 of 2025
- Review and prepare a report on Infrastructure Readiness
- Update Incentive Structure, to include supporting Downtown office development
- Develop a pipeline strategy with Plug and Play and others to promote the relocation of startups to McKinney

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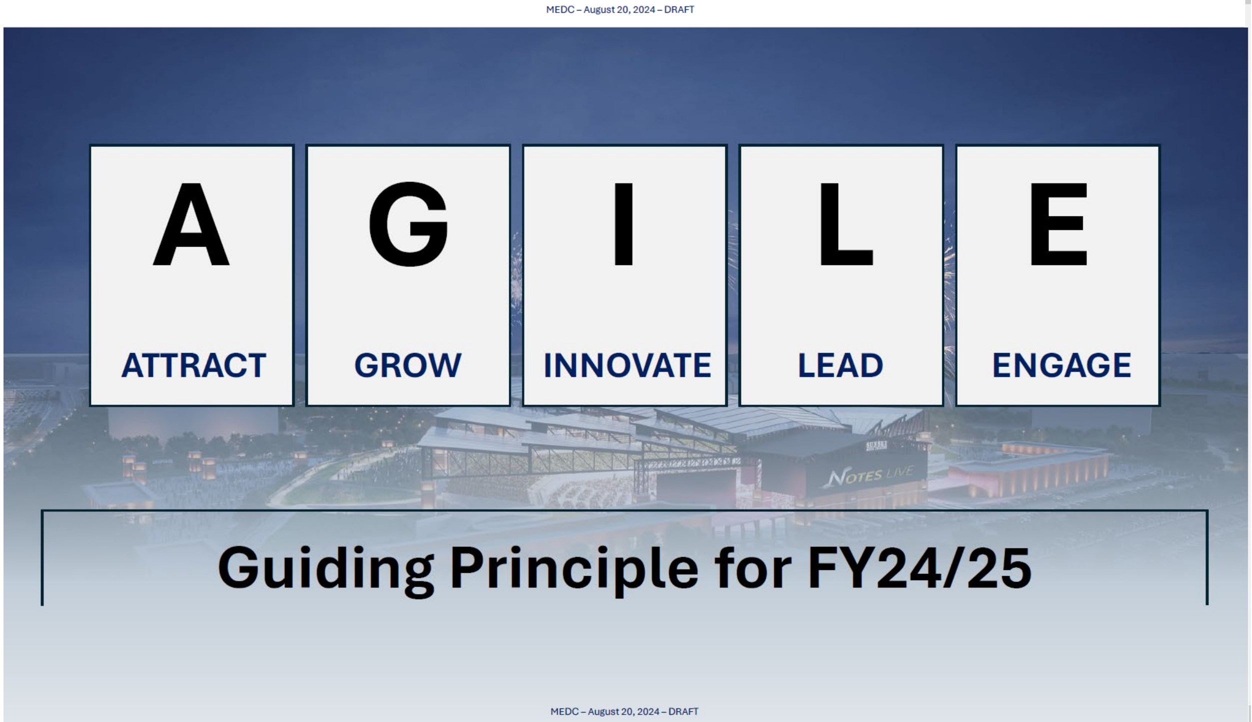
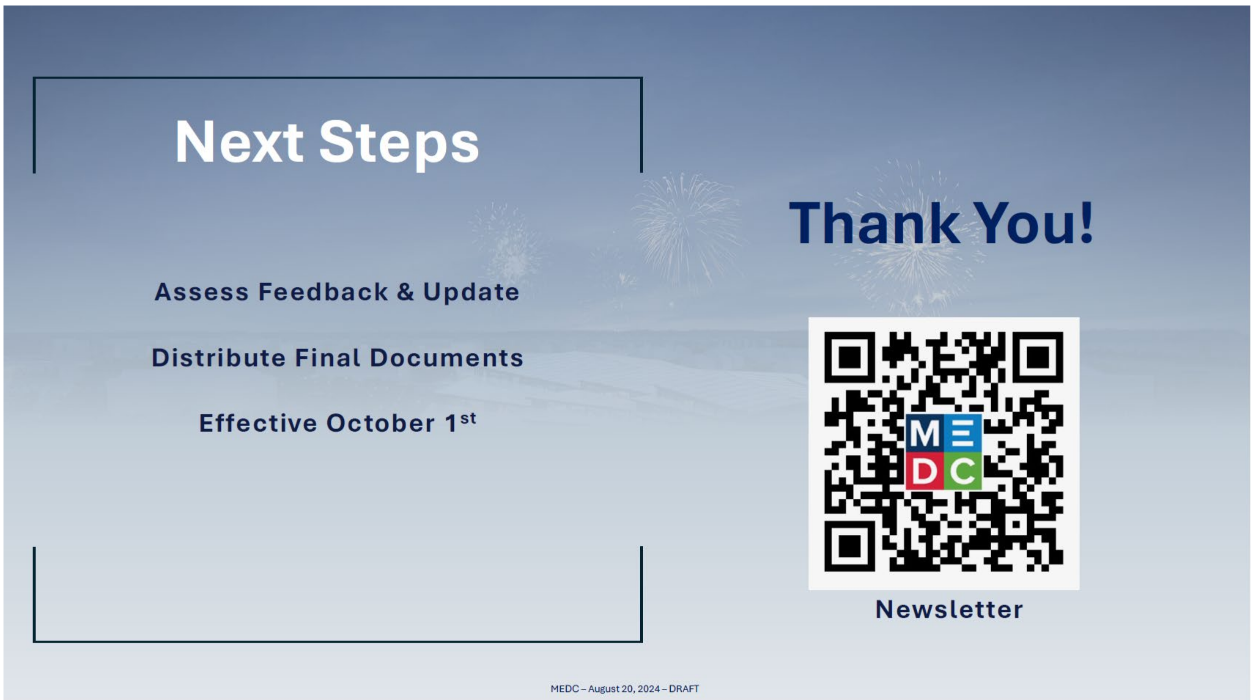
KEY ACTIONS

- Update Innovation Fund parameters
- Create a historical Incentive/Project Scorecard to benchmark for performance
- Create an Employer Resources Guide (BRE)
- Complete a Workforce Development Plan
- Update logo and associated branding
- Submit qualifications to host at least one (1) National-level Economic Development Conference

MEDC – August 20, 2024 – DRAFT




Next Steps
Assess Feedback & Update
Distribute Final Documents
Effective October 1st
Thank You!
Newsletter
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