

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JANUARY 24, 2023

The McKinney Economic Development Corporation met in a Special session in the MEDC 121 Board Room, 7300 State Highway 121, Suite 200, McKinney, Texas, on Tuesday, January 24, 2023 at 9:00 a.m.

Board Members Present: Chairman Brian Loughmiller, Vice Chairman Kurt Kuehn, Secretary/Treasurer Thad Helsley, Joe Minissale, Julie Williams, Mark Denissen, and alternate Mohamed Kacem.

Staff Present: President Peter Tokar, Senior Vice President Michael Talley, MEDC Operations Manager Deana Smithee, Director of Business Retention & Expansion Madison Clark, MEDC Project Manager Miguel Esparza, MEDC Executive Assistant Melanie Molina, and MEDC Marketing & Social Media Manager Luke Gajary.

There was 1 guest present.

Chairman Loughmiller called the meeting to order at 9:03 a.m. after determining a quorum present.

23-0000 Chairman Loughmiller called for Strategic Planning Session and Discussion/Direction on 2023 Key Performance Indicators.

Chairman Loughmiller announced the meeting would be a discussion and direction in strategies for the new year as well as governance issues.

President Tokar welcomed everyone and announced the discussion would include organizational change and an overview of the organization of the McKinney Economic Development Corporation. President Tokar noted the meeting would discuss optimizing staff to meet strategic objectives, review the Board handbook, organization, and committees. Board and staff discussed the items mentioned by Chairman Loughmiller as well as the 2023 Key Performance Indicators.

Chairman Loughmiller recessed the meeting into Executive Session at 1:20 p.m.

Chairman Loughmiller reconvened the meeting into open session at 1:34 p.m.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Jones, to Adjourn.

Chairman Loughmiller adjourned the meeting at 1:35 p.m.

These minutes approved by the MEDC members on: September 19, 2023.

BRIAN S. LOUGHMILLER
Chairman

THAD HELSLEY
Secretary/Treasurer

Exhibit A – 23-0000 Strategic Planning Session / 2023 Key Performance Indicators



MEDC Board Retreat 2023

January 24, 2023



WELCOME: Today's Agenda

- Breakfast & Welcome
- Organization Updates & Changes
- MEDC Organizational Overview
- Board Handbook (Roles & Responsibilities)
- Board Orientation Overview
- MEDC Committee Updates
- Board/ Staff Communication Channels
- City Council/ MEDC Board Joint Meeting Proposal
- Review of Strategic Goals and Objectives
- 2023 KPI's
- General Discussion



MEDC Policies & Procedures Update

- **Updated Employee Handbook**
 - Updated:
 - Travel – Reviewed Travel Cost Limits with Finance Committee
 - Mileage Reimbursement – Updated to 2023 Fed Standards vs Employee Stipend
- **MEDC Fleet Vehicle Policy**
 - Board approved the purchase of a MEDC Fleet Vehicle in the 2022-23 budget.
 - The purpose of the fleet vehicle is to assist staff with roles and responsibilities relating to our FAM tours, Byron Nelson Event and general business-related transportation needs.
 - POLICY ATTACHED IN PACKET



MEDC Organizational Overview: STAFF

Executive Team	Projects Team	Marketing Team	Operations Team	Former Positions
<p>Peter Tokar President & CEO</p> <p>Michael Talley SVP</p>	<p>Michael Talley SVP</p> <p>Madison Clark BREW</p> <p>Miguel Esparza Project Manager</p> <p>OPEN POSITION Project Manager</p>	<p>Luke Gajary Marketing Manager</p> <p>OPEN POSITION Events & Special Projects Manager</p>	<p>Deana Smithee Operations Manager</p> <p>Melanie Molina Executive Assistant</p>	<p>EVP Operations</p> <p>Technology & Business Intelligence Manager</p> <p>Director of Business Intelligence</p> <p>Compliance Manager</p> <p>Project Coordinator</p>



MEDC TEAM ROLES & RESPONSIBILITIES:

- Executive Team
- Projects Team
- Marketing Team
- Operations Team

Notes:



PROPOSED MEDC Board Handbook:

The Board Chairman in conjunction with the Governance committee has developed a proposed board handbook to help narrate and guide existing and new board members on the roles and responsibilities of board members.

Notes:



MEDC Board Orientation

SEE CURRENT BOARD ORIENTATION PROCESS
HANDOUT

DISCUSSION

Notes:



Board Expectations: MEDC Committee's

<u>COMMITTEE</u>	<u>MEMBERS</u>	<u>FREQUENCY</u>
Finance	Joe, Kurt, Mark	As needed
Real Estate	Julie, Michael, Thad	2 nd Wednesday, Noon
Marketing	Joe, Julie, Kurt	1 st Friday, Noon
Innovation	Mark, Michael, Thad	Email Reviews, As needed
Governance	Brian, Kurt, Mark	TBD

Discussion:

- Members
- Cancellation
- Objectives

Notes:



Finance Committee:

PURPOSE: Oversight, review and recommendation on annual MEDC budget and internal financial management and allocation.

FREQUENCY: The Finance committee is responsible for MEDC budget oversight and general organization financial management.

Notes:



Real Estate Committee:

PURPOSE: The Real Estate committee assists staff in the vetting of proposed development projects targeted at MEDC owned properties. They provide additional feedback on significant development or relocation projects that are considering McKinney.

FREQUENCY: The Real Estate committee meets the second Wednesday of every month.

Notes:



Marketing Committee:

PURPOSE: The Marketing committee is a strategic planning committee that regularly reviews marketing initiatives and campaigns with the internal marketing staff of the MEDC to ensure that our outbound messaging reflects current organizational strategy.

FREQUENCY: The Marketing committee meets the first Friday of every month.

Notes:



Innovation Committee:

PURPOSE: The Innovation committee guides the program implementation of our Innovation Fund as well as reviews internal Growth Fund applications for approval of funding.

FREQUENCY: The Innovation committee meets as needed and has regular email review interaction with staff on growth fund applicants.

Notes:



NEW Governance Committee:

PURPOSE: The Governance committee is responsible for managing relations between the MEDC staff and the board of directors. They regularly meet with the MEDC President to do periodic evaluations of performance as well as provide feedback on current organizational performance.

FREQUENCY: In progress

Notes:



Board & MEDC Staff Internal Communication:

- Board Expectations / Needs
- Preferred Communication Types
 - New Weekly Update started 1/20 - Feedback
- Staff Responsibilities
- Communication Channel

Notes:



Discussion Item:

Joint City Council / MEDC Meeting

- Frequency
- Topics for discussion
- City Strategic Planning Inclusion

Notes:

Key Performance Indicators 2022 to 2023

KPI – Recommended Changes



2021-22

Business Attraction
 Marketing
 Research & Development
 Lead Generation
 Community Outreach
 Commercial Investment
 Business Retention & Expansion
 Innovation & Technology

2022-23

Business Attraction
 Marketing
 Research & Development
 Lead Generation
 Community Outreach
 Commercial Investment
 *Business Retention & Workforce
 *Innovation Fund

Council Strategic Priorities (2021-2022)

1D: Leverage the existing partnerships with McKinney Economic Development Corporation and McKinney Community Development Corporation

- Participate in a minimum of 5 industry trade shows and missions by September 2022
- Deploy 4 quarterly community newsletters by September 2022



KPI 1: Business Attraction

2021-2022

Maintain Active Project Pipeline of 20 projects, no more than 40% being Innovation Fund Projects

Host at least 2 FAM Tours and 2 Site Visits Annually

Participate in a minimum of 5 Industry Trade Shows & 1 Trade Mission

2022-23

Same

Same

Same



**KPI 2:
 Marketing**

2021-2022

2022-23

Launch a minimum of 5 targeted marketing campaigns	Same
Maintain a 40% open rate for all marketing automation campaigns	Maintain a 30% open rate for all marketing automation campaigns
Launch at least 5 targeted industry newsletters	same
Increase consumer organic engagement on marketing platforms by 5% over national industry average	Grow Social Media following by 5% across all platforms (LinkedIn, Facebook, Instagram)



**KPI 3:
 Research &
 Development**

2021-2022

2022-23

Complete workforce inventory for the City of McKinney & Collin County	UPDATE workforce inventory for the City of McKinney & Collin County
NEW	Create and Catalog the Top 10 Employers on Website annually
Upload updated "Fast Facts" and demographics on the website	same
Construct at least 1 wireless technology pilot project	REPLACE
Rebuild and develop new AR Commercial development /Community Mapping platform	REPLACE
Develop RFP and Select broadband provider for COM broadband master plan efforts	Continue to participate in City wireless broadband efforts





KPI 4: Lead Generation

<u>2021-2022</u>	<u>2022-23</u>
Generate at least 25 project leads from national and international sources	same
Send out quarterly newsletter to brokers and site selectors	same
Participate in a minimum of 4 National Site Selector Events	Same
NEW	Participate in a minimum of 2 TEAM Texas events



KPI 5: Community Outreach

<u>2021-2022</u>	<u>2022-23</u>
Host 2 community forums annually	same
Participate in at least 10 local brokerage / real estate organization events annually	Participate in at least 20 local brokerage / real estate organization events annually
Deploy quarterly community newsletters annually	Same



**KPI 6:
 Commercial
 Investment**

<u>2021-2022</u>	<u>2022-23</u>
Have an active investment pipeline of \$200M from MEDC projects annually (Calendar Year)	same
Increase Cap-X of at least 20% vs. prior year of contracted projects (2022 Goal is \$304M)	DISCUSSION

*We need to discuss an alternate option for measuring overall capital investment performance as we have seen this year that measuring capital investment based on signed contracts can result in little to no investment even though project activity is occurring.



**KPI 7:
 *Business
 Retention &
 Expansion**

<u>2021-2022</u>	<u>2022-23</u>
Engage at least 60 McKinney businesses for visitation	Engage at least 60 McKinney businesses for visitation. Must include McKinney Top 10 Employers
Catalog and report the top 10 employers on the website annually. Reach out to 110 employers at least 1 time per year	Assist a minimum of 5 applicants in workforce development applications Develop web application for workforce assistance
Launch Local business assistance landing page on the website	Create portal/database to track "Business Assists" by the Projects team
Host 2 Local Business events and roundtables	same

*The proposed KPI is planned to be changed to "Business Retention & Workforce"



Proposed New KPI

KPI 8: Innovation & Technology

<u>2021-2022</u>	<u>2022-23</u>
Have at least 10 New Innovation Fund Projects Annually	same
Participate in 2 conferences aimed at start-ups and entrepreneurship	same
Develop framework for independent Tech Support Organization for implementation	Launch Independent Tech Organization to serve start-up and innovation community

*The proposed KPI is planned to be changed to "Innovation Fund"

Targeted Industry Review / Strategic Development Goals

Ecosystem Building



Prioritized Investments for Target Industries

