

## **MCKINNEY ECONOMIC DEVELOPMENT CORPORATION**

**MAY 20, 2025**

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Tuesday, May 20, 2025, at 8:00 a.m.

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

Absent: Chairman Brian Loughmiller, Board member Julie Williams.

Staff Present: MEDC President Michael Kowski, MEDC Senior Vice President Michael Talley, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Director of Business Retention & Workforce Development Madison Clark, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Marketing & Special Events Coordinator Shannon Roberts, MEDC Economic Development Specialist Miranda Estrada, MEDC Business Intelligence Analyst Erick Rodriguez, MEDC Project Manager Troy Billett, MEDC Project Manager Paula Date, City Manager Paul Grimes, MEDC Attorney Mark Houser, Accounting Manager Chance Miller, MCDC President Cindy Schneible, Visit McKinney Executive Director Aaron Werner, and City Secretary Empress Drane.

Vice Chairman Kuehn called the meeting to order at 8:01 a.m. after determining a quorum present.

Vice Chairman Kuehn called for Public Comments for items on the agenda and there were none.

**25-2817** Vice Chairman Kuehn called for an update on 2025 McKinney Board & Commission Member Appointments. City Secretary Drane announced the application period for Boards and Commissions is open. Interviews with City Council will be offered during July and August to applicants who meet the eligibility requirements and terms for appointees will begin October 1<sup>st</sup>. MEDC Board members serve two-year terms and may serve up to three consecutive terms.

MEDC MINUTES

May 20, 2025

PAGE 2

**25-2818** Vice Chairman Kuehn called for the Minutes of the Joint Meeting of the McKinney City Council & McKinney Economic Development Corporation Meeting of February 18, 2025.

**25-2819** Vice Chairman Kuehn called for the Minutes of the McKinney Economic Development Corporation Meeting of March 18, 2025.

**25-2820** Vice Chairman Kuehn called for the Minutes of the Joint Meeting of City Council, McKinney Community Development Corporation, and McKinney Economic Development Corporation of March 18, 2025.

Board members unanimously approved the motion by Board member Woodruff, seconded by Secretary/Treasurer Helsley, to Approve the Minutes of the Joint Meeting of the McKinney City Council & McKinney Economic Development Corporation Meeting of February 18, 2025, Minutes of the McKinney Economic Development Corporation Meeting of March 18, 2025, and Minutes of the City Council, McKinney Community Development Corporation Meeting of March 18, 2025.

**25-2821** Vice Chairman Kuehn called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced tonight that Councilwoman Feltus and Councilman Beller will be sworn in for second terms. June 3<sup>rd</sup> will be the final City Council meeting for Mayor Fuller and Councilman Phillips. New City Council members will be sworn in on June 17<sup>th</sup>. There will be cake at all three dates. Mr. Grimes announced the annual citizens' input on the budget takes place at the City Council meeting tonight. It is an opportunity for citizens to share their perspectives and priorities. The budget will be presented to City Council in August and likely be adopted in early September. Mr. Grimes announced at the 3:00 PM Work Session that Ryan Gillingham, Director of Public Works, and Gary Graham, Director of Engineering, will discuss strategy on approaching road maintenance and answering any questions from the Council. There will also be discussion on grant programs and recreation funding, as well as discussing the potential of starting a

charter commission prior to the November 2026 election on expanding districts.

Community Development Corporation- MCDC President Cindy Schneible announced earlier this year, the MCDC Board approved a grant to Hugs Café for infrastructure on their new training facility. Hugs is projecting completion of the project in 14-16 months. This Thursday, the MCDC Board will meet and vote on two project grant applications. One is from Direction 613, an organization that provides transitional housing to kids aging out of foster care. They are building a new campus in the northern part of McKinney that will include housing, a community event center, and recreational areas that will be open to the public. The second applicant is the Heard Natural Science Museum for upgrades to make their trails more accessible to wheelchairs and strollers. Ms. Schneible announced promotional grant applications are being accepted through May 30<sup>th</sup> and will be presented to the MCDC Board in June. On June 1<sup>st</sup>, the final application period for project grants will open and run through the end of the month and will be presented to the MCDC Board in July.

Visit McKinney- Visit McKinney Executive Director Aaron Werner congratulated MEDC on a successful Byron Nelson event. Mr. Werner announced May 24<sup>th</sup> is the first home game for the McKinney Chupacabras. Mr. Werner announced June 6<sup>th</sup> through June 7<sup>th</sup> is the Texas Music Revolution in downtown McKinney. Mid-June Visit McKinney will cohost with Visit Allen for a large theater on ice event in Allen. Visit McKinney has contracted over a thousand room nights in McKinney for the guests and athletes. On June 28<sup>th</sup>, Visit McKinney will partner with Main Street for the second annual influencer familiarization (FAM) tour.

MEDC Committee Updates:

Finance Committee-Vice Chairman Kuehn announced the Finance Committee has not yet met for this month, but there is one scheduled.

Innovation Fund- Board member Denissen he had no updates to report.

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

Marketing Committee- Alternate Board Member Kadala announced MEDC staff did a wonderful job on the Byron Nelson, tenfold of last year's work.

Board Chairman- Vice Chairman Kuehn announced this is his first time chairing the MEDC Board meeting in the new Council Chambers, and it is a beautiful facility that shows where McKinney is going in the future.

**25-2822** Vice Chairman Kuehn called for the MEDC Monthly Reports.

Organizational Report- President Kowski announced he and SVP Talley had the opportunity to speak to corporate partners looking to relocate to McKinney. President Kowski noted they used a lot of slides from Visit McKinney to sell McKinney, and thanked Mr. Werner. President Kowski thanked MEDC Marketing & Special Events Coordinator Shannon Roberts for her work on the Byron Nelson.

Project Funnel- SVP Talley introduced MEDC Project Manager Paula Date and MEDC Project Manager Troy Billett, both new hires to the MEDC staff. SVP Talley announced the active projects are about \$1.9 billion at this time. Since January, the floodgates have opened again. There have been some pauses, but this is likely the busiest leads have been from the Governor's Office in years.

Marketing Report- MEDC Marketing & Social Media Manager Luke Gajary announced the MEDC brand continues to be strong and outreach continues to be effective. Mr. Gajary announced there are significant marketing efforts for the Request for Quotation (RFQ) on the 121 & Lake Forest MEDC property. There are over 300,000 social media

impressions and 2,550 clicks on the RFQ. Mr. Gajary announced the MEDC podcast studio has been converted to an office due to staff growth. The McKinney Momentum podcast will resume after the podcast studio has been rebuilt. Mr. Gajary announced there was a small business campaign with the McKinney Chamber of Commerce where several small McKinney businesses were highlighted with a video. There was also some EDC 101 content to highlight economic development in McKinney.

**25-2823** Vice Chairman Kuehn called for the February 2025 Financials. Assistant Director of Finance Chance Miller announced there was \$2.7 million in revenue, the majority from sales tax revenue. For expenditures, there were \$167,000, non-departmental expenses were \$245,000, for a total of \$410,000 in expenses for the month of February. Sales tax collected in February applies to December sales. McKinney had a 12.7% increase. Allen had a 14.8% increase, Frisco had an 8.2% increase, and Plano had a small decrease, but the other months surrounding December were strong for Plano.

**25-2824** Vice Chairman Kuehn called for the March 2025 Financials. Mr. Miller announced there was \$1.8 million in revenue. For expenditures, there was \$592,000 in operational expenses, (mostly attributed to Byron Nelson expenses), \$42.2 million in project expenses, and \$245,000 in non-departmental expenses for a total of \$43.1 million in expenditures. Sales tax for March applies to January sales. McKinney had a 1% decrease, Allen had a 10.5% decrease, Frisco had a 1.9% increase, and Plano had a 31.5% increase due to an audit adjustment from last year.

**25-2825** Vice Chairman Kuehn called for the April 2025 Financials. Mr. Miller announced there was \$380,000 in operational expenses, \$350,000 in project expenses, and close to \$1.1 million in non-departmental expenses for a total of \$1.8 million in expenditures for the month of April. April sales tax applies to February sales. McKinney had a 5.4%

MEDC MINUTES

May 20, 2025

PAGE 6

decrease, Allen had a 6.9% increase, Frisco had a 7.1% decrease, and Plano had a 3.6% decrease.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Hamilton, to approve the February 2025, March 2025, and April 2025 Financials.

Vice Chairman Kuehn called for Public Comments for items not on the agenda and there were none.

Vice Chairman Kuehn called for Board Comments and there were none.

Vice Chairman Kuehn recessed the meeting into Executive Session at 8:38 a.m.

Vice Chairman Kuehn reconvened the meeting into open session at 9:23 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Woodruff, to approve Project Mirage as discussed in Executive Session.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Denissen, to approve Project Mathewson as discussed in Executive Session.

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

Vice Chairman Kuehn adjourned the meeting at 9:25 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: June 17, 2025.

SIGNED:

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KURT KUEHN  
Vice Chairman

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THAD HELSLEY  
Secretary/Treasurer