

## **MCKINNEY ECONOMIC DEVELOPMENT CORPORATION**

**DECEMBER 17, 2024**

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, December 17, 2024, at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Kurt Kuehn, Julie Williams, Mark Denissen, Scott Woodruff, Robert Hamilton, and alternate Chantelle Kadala.

Absent: Secretary/Treasurer Thad Helsley.

City Council Present: Mayor Geoge Fuller, Councilmen Justin Beller and Rick Franklin.

Staff Present: MEDC President Michael Kowski, MEDC Senior Vice President Michael Talley, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Director of Business Retention & Workforce Development Madison Clark, MEDC Economic Development Specialist Miranda Estrada, MCDC President Cindy Schneible, City Manager Paul Grimes, Visit McKinney Executive Director Aaron Werner, MEDC Attorney Mark Houser, and Audio/Visual Technician Joshua Arias.

There was 1 guest present.

Chairman Loughmiller called the meeting to order at 8:02 a.m. after determining a quorum present.

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

**24-2308** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of November 19, 2024.

Board members unanimously approved the motion by Board member Woodruff, seconded by Vice Chairman Kuehn, to approve the Minutes of the McKinney Economic Development Corporation Meeting of November 19, 2024.

**24-2309** Chairman Loughmiller called for the Minutes of the Joint City Council, McKinney Economic Development Corporation and McKinney Community Development Corporation Meeting of December 3, 2024.

Board members unanimously approved the motion by Board member Woodruff, seconded by Vice Chairman Kuehn, to approve the Minutes of the Joint City Council, McKinney Economic Development Corporation and McKinney Community Development Corporation Meeting of December 3, 2024.

**24-2310** Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes wished everyone a Merry Christmas and a Happy New Year. Mr. Grimes announced the building inspections department achieved reaccreditation from the International Accreditation Service (IAS). The IAS is an independent third-party recognition that comes from implementing a nationally recognized framework of best practices reflecting standards of high performance established by a peer review at the highest level. There are three expert assessors that come in and interview external stakeholders (customers) and other stakeholders. The assessors reviewed over 60 department policy documents and quality control reports, covering 13 categories of operations. McKinney is one of only 26 city and county building departments in the country to be accredited, and one of only three in Texas (the others being Plano and San Antonio). Mr. Grimes noted we are very proud of the building inspections department and Chief Building Official Suzanne Arnold. Mr. Grimes announced the City is planning to move into the new City Hall the week of January 6<sup>th</sup>, but the next MEDC meeting will most likely still be in the old City Hall. The February MEDC meeting is slated for the new City Hall. The first City Council meeting in the new City Hall is scheduled for the second meeting in February, but Mr. Grimes noted we can always fall back on the old City Hall if technical issues need to be worked out.

Chamber of Commerce- McKinney Chamber of Commerce President Lisa Hermes announced the next Chamber of Commerce CEO Series will feature Paul Grimes and be held at MPAC on January 16<sup>th</sup>. Ms.

Hermes announced the new strategic leadership Master Mind group launches today and is a new tool for small business owners. Ms. Hermes noted if it is successful, it will be replicated. Ms. Hermes announced the Community Awards are coming up on February 28<sup>th</sup>. The McKinney Chamber is seeking nominations for small business, large business, Carey Cox Citizen of the Year and Leadership Alumni. Ms. Hermes announced the McKinney Chamber is gearing up for the next legislative session in early January. The McKinney Chamber of Commerce Board has approved their legislative priorities including the City's legislative priorities. Ms. Hermes noted the McKinney Chamber is working with local chambers for the Collin County Days in Austin. This will be April 1<sup>st</sup> and April 2<sup>nd</sup>.

Community Development Corporation- MCDC President Cindy Schneible announced the MCDC Board will meet Thursday this week and hear presentations from 15 grant applicants for promotional and community event grants. Ms. Schneible noted the applications represent more than 60 events in McKinney, not including the McKinney Farmers Market. Ms. Schneible noted it is 100 opportunities to showcase McKinney and reach out to residents and visitors alike. On December 7<sup>th</sup> the East McKinney Learning Garden held a ribbon cutting and it was a great event and a diverse representation of the McKinney community. The Learning Garden is on the corner adjacent to Tupps Brewery. The raised beds are in place and the McKinney Parks Foundation volunteers are ready to start planting. The grand opening will be later in the spring. MCDC is accepting project grant applications through December 30<sup>th</sup>. Presentations to the MCDC Board will be in January. Retail infrastructure applications will be accepted starting January 1<sup>st</sup> and presentations will go to the Board in February. Ms. Schneible announced MCDC awards two quality of life awards (one for individual and one for an organization) at the McKinney Chamber Community Awards event. The nomination

form is available on the MCDC website. Ms. Schneible wished everyone a Merry Christmas and a Happy New Year.

Visit McKinney- Visit McKinney Executive Director Aaron Werner congratulated the Board on the announcement of the Cannon Beach project and noted Visit McKinney is excited to work with everyone involved. Mr. Werner announced it is National Collegiate Athletic Association Division II (NCAA D2) week with McKinney hosting the championship on December 21<sup>st</sup>. Fair State and Valdosta are returning for the third time to compete at MISD Stadium. The fan fest will be at the new Tupps location this Friday. Mr. Werner thanked President Kowski for agreeing to join him in Waco on January 22<sup>nd</sup> to co-present a session at a TACVB Winter conference. The title is "Building Bridges: Strengthening Communities through EDC and Collaboration". Mr. Werner announced the McKinney Sheraton Hotel was recently sold to LMXI Capital in Austin. Mr. Werner noted LMXI is excited to be in McKinney. Renovations are scheduled for the property and there is also a new management company and a new director of sales.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced the Marketing Committee met. Board member Williams let everyone know to check out the latest McKinney Momentum episode with the Samaritan Inn.

Finance Committee- Vice Chairman Kuehn announced the Finance Committee did not meet but is preparing to meet soon.

Real Estate- Board member Williams announced the Real Estate Committee met. Items will be discussed in Executive Session.

Innovation Fund- Board member Denissen announced there is no update.

Governance Committee- Chairman Loughmiller announced there is no update.

Board Chairman- Chairman Loughmiller announced he has no updates but wished everyone a Merry Christmas and a good holiday.

**24-2311** Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- President Kowski announced he would like Director of Business Retention and Workforce Development Madison Clark to formally introduce our newest staff member. Ms. Clark announced Miranda Estrada, our new Economic Development Specialist, hails from the McKinney/Princeton area and has neat stories of growing up here and has had family members who worked for the City and had great things to say. Ms. Clark noted in her interview, Ms. Estrada really stood out and exemplified the City's R.I.S.E (Respect, Integrity, Service, Excellence) values and continues to exemplify them. Ms. Clark noted we are very happy to have Ms. Estrada on the team.

KPI Report- Senior Vice President Talley announced there are a total of 24 in the active project pipeline, with 14 traditional and 10 Innovation Fund projects. Mr. Talley noted it has been a busy few weeks wrapping up 2024.

Marketing Report- MEDC Marketing & Social Media Manager Luke Gajary announced on his personal time as a citizen, he took his personal drone to the downtown "Home of the Holidays" tree lighting and posted a picture to his personal LinkedIn and Instagram pages. Mr. Gajary noted he received about 5,000 clicks and impressions on his personal LinkedIn. Mr. Gajary announced this is an example of how we are all ambassadors of McKinney regardless of whether social media shares come from our MEDC page or personal pages, and the MEDC team does a great job of amplifying McKinney. Mr. Gajary announced web traffic during the Smart Cities trip was from number one the United States, and number two, Spain. We saw 1,973 clicks on our dedicated Smart Cities landing page. Mr. Gajary noted on the Cannon Beach announcement

there were 46,000 views on Instagram, 35,000 LinkedIn impressions and 4,403 interactions.

**24-2312** Chairman Loughmiller called for the September 2024 Financials. Accounting Manager Chance Miller announced there was \$2.3 million in revenue, the majority from sales tax revenue. Audit adjustments will be coming in, so in early 2025 final FY24 financials will be presented. For expenditures there were \$240,000 in operation expenses, \$450,000 in project expenses and \$240,000 in non-departmental expenses for a total of \$926,000 in expenditures. Sales tax for the month of September applies to July sales. McKinney had a 4.4% increase, Allen had a 35.6% increase, Frisco had a 6.7% increase and Plano had a 4.8% increase. For sales tax by industry, retail trade was at 6%.

**24-2313** Chairman Loughmiller called for the October 2024 Financials. Accounting Manager Chance Miller announced there was \$2.2 million in revenue. For expenditures, there was \$230,000 in operational expenses, \$12,000 in project expenses, and \$244,000 in non-departmental expenses for a total of \$487,000 in expenditures. Sales tax for the month of October applies to August sales. McKinney had a 4.3% increase, Allen had a 1.3% increase, Frisco had a 1.4% increase and Plano had a 2% decrease. For sales tax by industry, retail trade was at 2%.

**24-2314** Chairman Loughmiller called for the November 2024 Financials. Accounting Manager Chance Miller announced there was \$2.2 million in revenue, the majority from sales tax revenue. For expenditures, there was close to \$200,000 in operational expenses, a little over \$1.2 million in project expenses and \$244,000 in non-departmental expenses for a total of \$1.7 million in expenditures. Sales tax for the month of November applies to September sales. McKinney had a 1.7% increase, Allen had a 10% decrease, Frisco had a 1.3% increase, and Plano had a 9.1% increase due to audit collections. For sales tax by industry, retail trade was at 0%.

Board members unanimously approved the motion by Board member Denissen, seconded by Board member Hamilton, to approve the November 2024 Financials.

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

Chairman Loughmiller called for Board Comments and there were none.

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

Chairman Loughmiller reconvened the meeting into open session at 9:00 a.m.

Board members unanimously approved the motion by Board member Williams, seconded by Board member Woodruff, to Approve the terms for Strategic Real Estate Acquisitions: Leasehold/Fee Simple as discussed in Executive Session.

Board members unanimously approved the motion by Board member Hamilton, seconded by Board member Woodruff, to Adjourn.

Chairman Loughmiller adjourned the meeting at 9:02 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: February 18, 2025.

SIGNED:

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BRIAN S. LOUGHMILLER  
Chairman

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THAD HELSLEY  
Secretary/Treasurer