

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

DECEMBER 19, 2023

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, December 19, 2023, 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 George Fuller, Councilmen Rick Franklin, and Justin Beller.

Staff Present: President Michael Kowski, Senior Vice President Michael Talley, Director of Business Retention & Workforce Development Madison Clark, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Project Manager Caroline Causey, City Manager Paul Grimes, MEDC Attorney Mark Houser, Accounting Manager Chance Miller, MCDL President Cindy Schneible, and Visit McKinney Executive Director Aaron Werner.

There were 4 guests present.

Chairman Loughmiller called the meeting to order at 8:00 a.m. after determining a quorum present.

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

**23-1040** Chairman Loughmiller called for a presentation by Plug and Play. Kevin Parakkattu announced Plug and Play is incredibly excited to partner with the City of McKinney. Mr. Parakkattu gave an overview of Plug and Play and how they will work with both startup companies and corporations in McKinney. Mr. Parakkattu explained Plug and Play operates an innovation platform. Through this, Plug and Play runs over 60 accelerator programs, boosts the innovation of over 500 major companies worldwide, and invests in over 200 companies globally.

**23-1041** Chairman Loughmiller called for the Minutes of the Joint Meeting of the McKinney City Council & McKinney Economic Development Corporation Meeting of October 24, 2023.

**23-1042** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of November 21, 2023.

Board members unanimously approved the motion by Board member Williams, seconded by Board member Denissen, to approve both the October 24, 2023, Joint Meeting Minutes and November 21, 2023, Minutes.

**23-1043** Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced at the regular City Council meeting tonight, Dr. John Prudich, Chairman of the Bond Committee, will present the recommendation of the Bond Committee to City Council. There will be five questions listed and \$485.5 million dollars across those five questions. There were 36 members on the Bond Committee. Mr. Grimes noted City Council does not have to accept the recommendation but will have to vote by the first City Council meeting in February on whether to call a Bond election for 2024. Mr. Grimes announced there is a rezoning matter on the City Council agenda for tonight regarding MEDC land at the corner of Harry McKillop and Highway 5. Mr. Grimes announced there is also an agenda item to move forward with Hangar ten and a customs facility on the general aviation side of McKinney National Airport. Hangar ten will be a revenue-producing facility, but the customs facility will not. Mr. Grimes wished everyone a Merry Christmas and a Happy New Year.

Community Development Corporation- MCDC President Cindy Schneible announced MCDC closed their first promotional grants application cycle. 13 applications were received, including two new applications: one for an Asian festival in downtown McKinney, and one for an R&B festival at Finch Park. These will be presented to the MCDC Board this Thursday. Project grant applications will be accepted through the end of December

and will be presented to the MCDC Board in January. Ms. Schneible announced MCDC will open the first cycle of retail development infrastructure grants in January. Ms. Schneible noted this is a matching grant program for exterior infrastructure for legacy retail targeted to the historical district and for areas that are good targets for redevelopment such as Virginia and Highway 75. Ms. Schneible announced Tupps Brewery received their temporary certificate of occupancy (TCO) for the brewery and have begun the brew process. At this point, we are looking at January for project completion.

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced McKinney ISD Stadium welcomed 12,552 fans over the weekend for the Division II Football Championship. Mr. Werner noted this is the largest Division II National Championship since 2015, and only the second time since 1996 that more than 10,000 fans have been in attendance. Mr. Werner noted Harding University out of Arkansas and Colorado School of Mines from Colorado. Mr. Werner announced there was a fan fest at the old Tupps Brewery facility. Mr. Werner noted there is one more year under contract for the DII game, next year will be the last year, but Visit McKinney is partnering with McKinney ISD to rebid for 2026-2027, and 2028-2029. Mr. Werner announced NCCA loves McKinney, noting he and Councilman Charlie Philips walked around and asked the NCCA if there is anything they could do better, and no one from NCAA could list one item. Mr. Werner thanked Board member Hamilton for granting his last-minute reservation at Local Yocal for the NCCA committee. The NCCA requested they return to Local Yocal after enjoying it on their visit last year. Mr. Werner announced Visit McKinney is starting off fiscal year 2024 strong with incoming leads. Most leads are falling on the sports tourism industry side. Mr. Werner announced over the past two weeks Visit McKinney has started working over five different events with all different sports for of all sizes on hotel reservations. Mr.

Werner noted events such as the Byron Nelson and NCAA are drawing attention.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced the Marketing Committee met and brought the two new committee members up to speed on how the committee meeting works. Board member Williams announced the website has been updated and urged everyone to give feedback.

Finance Committee- Board member Denissen announced the Finance Committee will meet the day after Christmas.

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

Innovation Fund- President Kowski announced the Innovation Fund Committee did not meet.

Governance Committee- Chairman Loughmiller announced the Governance Committee did not meet.

Board Chairman- Chairman Loughmiller announced it always stands out to him when people come to visit McKinney and are impressed with downtown McKinney and the City as a whole. Chairman Loughmiller noted the downtown decorations and events we have had during the holidays are great. Chairman Loughmiller congratulated Mayor Fuller on another great Christmas for McKinney and thanked everyone for everything they do for visitors who come to town.

**23-1044** Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- President Kowski announced SVP Talley will speak on the pipeline and Key Performance Indicators and do a debrief on a recent trip he and Director of Business Retention & Workforce Development Madison Clark recently took to Barcelona to the Smart Cities World Expo. Mr. Kowski noted as part of the board meeting

program going forward, staff will report what they learn at expos they attend and the value it brings to McKinney.

KPI Report- SVP Talley announced the active project pipeline is at 30 for the month of November. Mr. Talley noted he is working with Marketing & Social Media Manager Luke Gajary to add more details on leads on the KPI report. There will be changes in the overall pipeline value as projects come online and others come offline as decisions are made with properties MEDC owns. Mr. Talley announced there may be a pickup as well as investors and companies have already reached out after the Plug and Play announcement was made. Mr. Talley announced Barcelona Smart Cities was in November. MEDC had the opportunity to partner with Jennifer Sanders of the North Texas Innovation Alliance and partner with the City of Frisco and the Frisco EDC in sharing a booth. There were about 23,000 attendees, 140 plus countries and 800 plus cities represented. McKinney was in the USA Pavilion Booth with Frisco and Dallas-Fort Worth. There was a strong presence post-Covid. McKinney also had a chance to speak on a panel with the North Texas Innovation Alliance. Mr. Talley announced there is an opportunity from a foreign direct investment perspective in bringing some of those companies to the United States and partnering with organizations to help develop that pipeline. Mr. Talley announced there is also an opportunity for other City of McKinney department heads to attend. Mr. Talley noted MEDC will be looking at attending in 2024.

Marketing Report- Marketing & Social Media Manager Luke Gajary announced he updated the website for the first time since 2019. Mr. Gajary noted this allowed him to build a more robust experience when someone is clicking on the website. Mr. Gajary announced there is a new billboard by the parking deck at District 121. Every minute they rotate through eight different advertisements. District 121 has a slot and MEDC, MCDC, and the City of McKinney share a slot. Mr. Gajary noted we will

rotate week after week so we can promote EDC-specific campaigns, grants for MCDCC, and initiatives for the City. Mr. Gajary noted the billboard went live last Friday.

**23-1045** Chairman Loughmiller called for the October 2023 Financials.

Accounting Manager Chance Miller announced October 2023 is the start of Fiscal Year 2024. Mr. Miller announced typically the first month of each Fiscal Year is slower. Mr. Miller announced for expenditures there was \$200,000 in operational expenses, around \$8,000 in project expenses, and \$237,000 in non-departmental expenses, totaling \$445,000 in expenses for the month of October. McKinney had a 7.2% sales tax increase, but audit collections hurt us, the true increase was 9.6%. Allen had a .5% increase, but their true increase was closer to 4%. Frisco had a decrease of 4.6%. Plano had a true 4% increase. Mr. Miller noted for sales tax by industry, all industries appear consistent.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Woodruff, to approve the October 2023 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 8:34 a.m.

Chairman Loughmiller reconvened the meeting into open session at 10:13 a.m.

Board members unanimously approved the motion by Board member Denissen, seconded by Board member Woodruff, to approve Project Integrate as discussed in Executive Session.

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

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

Chairman Loughmiller adjourned the meeting at 10:15 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: January 16, 2024.

---

BRIAN S. LOUGHMILLER  
Chairman

---

THAD HELSLEY  
Secretary/Treasurer