

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

OCTOBER 21, 2025

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Tuesday, October 21, 2025, 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 Bill Cox and Councilman Justin Beller.

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 Project Manager Paula Date, MEDC Business Intelligence Analyst Erick Rodriguez, MEDC Intern Tushar Kalal, MEDC Intern Jordan Jessie, MEDC Attorney Mark Houser, Audio/Visual Technician Joshua Arias, City Manager Paul Grimes, Assistant Director of Finance Chance Miller, MCDC President Cindy Schneible, and Visit McKinney Executive Director Aaron Werner.

There was one 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.

25-3304 Chairman Loughmiller called for the Election of Officers. Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Williams, to approve the re-election of Brian Loughmiller as Chairman. Board members unanimously approved the motion by Board member Hamilton, seconded by Board member Woodruff, to approve the re-election of Kurt Kuehn as Vice Chairman. Board members unanimously approved the motion by Chairman Loughmiller, seconded by Board member Woodruff, to approve the re-election of Thad Helsley as Secretary/Treasurer.

25-3305 Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of August 19, 2025.

25-3306 Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of September 16, 2025.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Secretary/Treasurer Helsley, to approve the Minutes of the McKinney Economic Development Corporation Meeting of August 19, 2025, and the Minutes of the McKinney Economic Development Corporation Meeting of September 16, 2025.

25-3307 Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced it is election season, with early voting going on right now on the 2nd floor of City Hall. There is a public input meeting on Thursday, October 23rd for the “safe streets McKinney initiative”. Streets throughout the city are evaluated for speeding and dangerous intersections. The city will evaluate and propose a list of strategies to provide feedback and prioritize the higher-injury roadways and intersections. Mr. Grimes congratulated the Public Works department. They use a product called “Cityworks” and they are presenting at the upcoming Trimble Innovate 2025 Users Conference. They have been nominated for “excellence” for the second consecutive year. Mr. Grimes announced there is a Tax Increment Reinvestment Zone (TIRZ) meeting tonight, followed by a City Council meeting. There will be ongoing discussions on homelessness and the City’s path going forward.

Community Development Corporation- MCDC President Cindy Schneible announced the MCDC finished out the FY25 grant cycle with votes on two retail infrastructure grants, one for a strip center on 380 and another for infrastructure improvements at the Cotton Mill. The MDC Board also approved and amended a request for a community resource neighbor hub. The original request was \$500,000 and the request was

increased to \$1.7 million in total. The project has changed since first approved by MCDC with the addition of Catholic Charities of Dallas as a significant partner. Some of the other charities Nourishing Neighbors will open a food pantry, Catholic Charities will operate a medical clinic, they are working on a pharmacy provide and other services to keep people out of homelessness. Scott Elliott and his team at One Heart McKinney will serve as navigators. Ms. Schneible announced the first round of promotional grants will open November 1st and first round of project grants will open in December.

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced the University of Texas versus University of Oklahoma (OU) weekend is typically one of the highest occupancy weekends for the City of McKinney. Friday there was a 94.5% occupancy, Saturday 95.4% occupancy. These numbers are equal with last year, even with 300 more available hotel rooms in McKinney than there were last year. Mr. Werner noted Ratrodtober Fest was held at Tupps Brewery during Texas/OU weekend, and has been extended it to a multi-day event. Mr. Werner announced Visit McKinney recently hosted the Nigerian Soccer Federation's soccer tournament at Craig Ranch and the team had a full buyout of the McKinney Sheraton Hotel for that weekend. The National Collegiate Athletic Association (NCAA) Division II National Football Championship will be December 20th, with fan fest December 19th at Tupps Brewery.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced the Marketing Committee will meet tomorrow.

Real Estate Committee- Secretary/Treasurer announced we moved the Real Estate Committee up a week to meet the agenda posting deadline mandated by the state of Texas. There will be several items to discuss today in Executive Session.

Finance Committee- Vice Chairman Kuehn announced the Finance Committee did not meet.

Innovation Committee- Board member Denissen announced the Innovation Committee met on the 7th of this month and went through a presentation on the current status of the innovation ecosystem.

Governance Committee- Chairman Loughmiller announced the Governance Committee did not meet but it is getting close to the time of the year for the MEDC President's review.

Board Chairman- Chairman Loughmiller announced SVP Talley will be participating in the McKinney Education Foundation's Purses with Purposes event on October 22nd. On October 23rd there will be a Plug and Play Expo in McKinney. On October 28th there will be a joint meeting with City Council and MEDC, the first meeting with Mayor Cox. That same evening Chairman Loughmiller will attend a Committee of 100 meeting at Collin College.

25-3308 Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- President Kowski announced the joint meeting with City Council will review the past year, celebrate wins, discuss strategy, and, in Executive Session, recap key projects. President Kowski announced the Byron Nelson golf tournament has been extended in McKinney. MEDC will also move forward with extending the MEDC hospitality suite at the Byron Nelson for five more years. President Kowski announced he would like to spotlight the two MEDC interns, Tushar Kalal and Jordan Jessie. Both interns are articulate, intelligent, and motivated to produce excellent work. Intern Jessie announced she recently graduated with her Master's in Public Affairs from the LBJ School at the University of Texas Austin. Ms. Jessie announced she has worked alongside MEDC Economic Development Specialist Miranda Estrada and Director of Business Retention & Workforce Development Madison Clark on business retention activities. Ms. Jessie had the

opportunity to shadow several City departments and help work on the MEDC's workforce development program. Intern Tushar Kalal announced working for MEDC has been a transformative experience, professionally and personally. Mr. Kalal noted he is pursuing his Master's in Business Analytics and Artificial Intelligence from the University of Texas at Dallas. Mr. Kalal assisted the MEDC team in leveraging data to drive insights on projects. Mr. Kalal also had the opportunity to shadow several City departments.

Project Funnel- SVP Talley announced we are at \$1.3 billion in capital investment and 5,040 in projected new jobs over 46 projects. Agreements have been executed on large projects in the past few months.

Marketing Report- MEDC Marketing & Social Media Manager Luke Gajary announced there has been a plateau with digital ads and growth compared the beginning of the year. Mr. Gajary noted there may be a retooling of strategy needed, specifically for digital marketing. Community engagement continues to be a priority. Does the average McKinney resident know what we are doing, how we are doing it, and how we are funded? Are we telling our story both internationally and locally? Mr. Gajary noted The Ticket live sports event that took place earlier this month was a success. Marketing & Special Events Coordinator Shannon Roberts did a great job putting it together. It helped to engage people in the community who may not have otherwise known about MEDC or the initiatives we are working on. There are several items going on behind the scenes right now (website updates, marketing initiatives) that the Marketing Committee has helped us refine, and you will see more on that in the months to come. President Kowski noted we are trying to build stronger partnerships with neighboring cities and one initiative is to work with the City of Allen to work on common language for the 121 corridor.

25-3309 Chairman Loughmiller called for the July 2025 Financials. Assistant Director of Accounting Chance Miller announced for July sales tax there was a little over \$2 million in revenue, for interest income there was close to \$200,000, and \$50,000 in miscellaneous revenue for a total of \$2.2 million. For expenditures, there were operational expenses of \$335,000, project expenses of close to \$300,00, and \$245,000 in non-departmental expenses for a total of \$860,000 total expenses for the month of July. Sales tax for July applies to May sales. McKinney had a 5.2% increase, Allen had a 4.7% decrease, Frisco had a 4.1% decrease, Plano had a 12.1% increase.

25-3310 Chairman Loughmiller called for the August 2025 Financials. Assistant Director of Finance Chance Miller announced there was a little under \$2.5 Million in revenue, the majority of which was sales tax revenue of \$2.4 million. For expenses, there was close to \$500,00 in operational expenses, close to \$2 million in project expenses, and \$245,000 in non-departmental expenses, for a total of \$2.5 million for August expenses. Sales tax for August applies to June sales.

Board members unanimously approved the motion by Board member Williams, seconded by Vice Chairman Kuehn, to approve both the July 2025 and August 2025 financials. McKinney had a 2.6% increase, Allen had a 2.5% increase, Frisco had a 4.8% increase, and Plano had a 29.4% increase.

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 8:32 a.m.

Chairman Loughmiller reconvened the meeting into open session at 9:52 a.m.

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

Board members unanimously approved the motion by Board member Williams, seconded by Board member Woodruff, to approve Project Semper Fi 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 9:54 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 November 18th, 2025.

SIGNED:

BRIAN S. LOUGHMILLER
Chairman

ATTEST:

THAD HELSLEY
Secretary/Treasurer