

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JUNE 26, 2025

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Thursday, June 26, at 8:00 a.m.

Board Members Present: Chair Angela Richardson-Woods, Vice Chair David Riche, Secretary Deborah Bradford, Treasurer Chris Wilkes, Board Members David Kelly, Joy Booth, and AJ Micheletto, and Board Alternate Markus Lloyd.

Absent: None.

City Council Present: Mayor Bill Cox and Councilman Michael Jones.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Assistant Director of Finance Chance Miller, Director of Parks and Recreation Amy Kinkade, Visit McKinney Executive Director Aaron Werner, MEDC President Michael Kowski, Cultural District Director Andrew Jones, MPAC Marketing & Development Specialist Jakia Brunell, City Attorney Mark Houser, CIP Manager Blake Sills, Senior Engineer Paul Tucker, Service Desk Technician Justin Han, MCDC Grant Program and Marketing Manager Linda Jones, and MCDC Administrative and Marketing Coordinator Anahi Alvarez.

There were many guests present.

Chair Richardson-Woods called the meeting to order at 8:01 a.m. after determining a quorum was present. Pastor Elwayne Johnson offered an invocation which was followed by the Pledge of Allegiance.

Chair Richardson-Woods called for a motion on consent items. Board members unanimously approved a motion by Treasurer Wilkes, seconded by Vice Chair Riche, to approve the following consent items:

- 25-2907** Minutes of the McKinney Community Development Corporation Meeting of May 22, 2025
- 25-2820** Minutes of the Joint Meeting of City Council, McKinney Community Development Corporation, and McKinney Economic Development Corporation of March 18, 2025

- 25-2908** Minutes of the McKinney Community Development Corporation Finance Subcommittee Meeting of April 7, 2025
- 25-2909** Minutes of the McKinney Community Development Corporation Potential Projects Subcommittee Meeting of May 13, 2025
- 25-2910** Chair Richardson-Woods called for the Financial Report. Assistant Finance Director Chance Miller presented the May financials. Revenues were \$2.5 million, primarily from sales tax. Expenses were \$300,000, including \$180,000 in project expenses. Regarding sales tax, May numbers apply to March. McKinney saw an increase of 1.8% (reflecting a negative audit collection) compared to a 5.2% increase for Allen, a 7.2% increase for Plano, and a 4.6% increase for Frisco. McKinney's year-to-date increase is 2.5%. Regarding the industry break-out, Mr. Miller shared that the retail trade category remains steady at 5% and continues to be used as a primary economic indicator.
- 25-2911** Chair Richardson-Woods called for Board and Liaison Reports.
- Board Chair. Chair Richardson-Woods acknowledged new Mayor Bill Cox and Councilman Ernest Lynch.
- City of McKinney. City Manager Paul Grimes shared that Mayor Bill Cox and Councilman Ernest Lynch recently participated in an orientation session and were presented with an overview of citywide projects and activities. He encouraged everyone to review the results of the biannual City survey conducted by Polco. He commended the Parks and Recreation team for organizing the Juneteenth event. The proposed budget will be presented to City Council on August 8, with formal adoption expected in early September. Board Member Booth asked about the response rate of the survey. Mr. Grimes shared that the response rate was 10%.

Visit McKinney. Executive Director Aaron Werner shared that Visit McKinney is partnering with the City of Allen for the National Theatre on Ice event which has generated more than 2,000 hotel room nights in McKinney. They are also hosting a second annual Influencer Fam Tour of Downtown McKinney with more than 30 influencers expected to participate. He noted that only two home games remain for the McKinney Chupacabras and encouraged everyone to attend, adding that games have been consistently selling out. Upcoming events include the Drum Corps International competition at MISD stadium on July 21, preceded by The Drum Line Expo at TUPPS on July 20.

McKinney Economic Development Corporation. President Michael Kowski shared that the Venu groundbreaking was a successful event, and the project is on track for a 2026 opening. He commended Chair Richardson-Woods for her speech at the event. Mr. Kowski shared that Cannon Beach plans to relocate their team to McKinney, with an expected opening in 2027. Encore Wire recently broke ground on a \$500 million expansion. Mr. Kowski encouraged everyone to watch the most recent MEDC Board meeting where Madison Clark presented the workforce development plan.

McKinney Main Street/MPAC. Director Andrew Jones welcomed Centro on the Square which opened in early June. He shared that the roundabout sculpture on Louisiana Street adjacent to the Learning Garden will be installed on Monday. Texas Music Revolution was a success, with Saturday's performances completely sold out. Upcoming events include Dawn and Hawkes at MPAC on June 27, Leslie Mendelson at MPAC on July 18, Davina & The Vagabonds at MPAC on July 19, 4th of July parade and block party, SBG: Margarita Stroll on July 12, MRT presentation of Barefoot in the Park at MPAC on July 25-26, and Volunteer McKinney: Shop for a Cause on July 26.

McKinney Parks and Recreation. Director Amy Kinkade shared that more than 2,000 people attended the Juneteenth event at Finch Park which featured 56 vendors and ended with a drone show. She thanked Chair Richardson-Woods, Secretary Bradford and Board Alternate Lloyd for their participation. She announced that with the fourplex at Gabe Nesbitt under construction, this year's Red, White and BOOM! fireworks show will be held at Towne Lake. The new location will provide added parking. A parking map and additional details will be shared in the upcoming days. Ms. Kinkade shared that McKinney Soccer complex phase II is under construction. Gabe Nesbitt practice fields will begin construction in early fall. The Light Walk at Towne Lake will be completed in mid-July. Once final construction plans are complete and the prefabricated building is delivered, Erwin Park construction should begin in early fall. Two new staff members, Riley Davis and Mallory Kornegay, are scheduled to start on Monday. Ms. Kinkade shared that the goats will finish up their visit at Al Ruschhaupt Park next week. Chair Richardson-Woods thanked the department for a great Juneteenth event. Vice Chair Riche asked when Erwin Park will be closed, and Ms. Kinkade shared that they are trying to avoid a full closure.

25-2912 President's Report. President Cindy Schneible directed Board members to the reports attached to the agenda, including the Parks and Recreation report. She shared that Dakota Cryer and April Butler have both been promoted to Parks Construction Project Coordinator. The deadline for the final cycle of Project Grant applications is June 30. The next cycle for Project Grants will open December 1. Ms. Schneible encouraged Board members to review the final reports included in the agenda packet.

25-2913 Chair Richardson-Woods called for consideration/discussion/action on an extension to the term of the loan agreement for Project 4B24-03,

awarded to the City of McKinney, Engineering Department for the Chestnut elevated storage tank improvements, to June 30, 2026. Engineering CIP Manager Blake Sills shared that MCDC awarded a \$500,000 grant for lighting improvements, with an original agreement end date of June 30, 2025. Initial bids received for the project exceeded the budget. As a result, the project was revised and a request for bids was reissued. An acceptable bid was received and approved by City Council on June 3. Construction is scheduled to begin in August 2025 and is expected to take eight months. Engineering is requesting an extension of the loan agreement to June 30, 2026. Board Member Kelly verified with Mr. Sills that this would be the only grant request for this project. Vice Chair Riche asked if the antennas on the water tower will be reinstalled after construction, and Mr. Sills responded that one cellular provider currently has active antennas on the tower and the rest will be removed. Board members unanimously approved a motion by Secretary Bradford, seconded by Board Member Micheletto, to extend the agreement to June 30, 2026.

- 25-2914** Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on amended Project #17-04, submitted by Craig Ranch Luxury Hotel SPE Owner LP, for an MCDC loan in the amount of ten million two hundred fifty thousand and NO/100 dollars (\$10,250,000.00) and an MCDC grant in the amount of twenty-five million and NO/100 dollars (\$25,000,000.00) for partial funding for the construction of a JW Marriott Resort Hotel. The amount requested represents 10.8% of the total estimated project cost of three hundred twenty-five million and NO/100 dollars (\$325,000,000.00). Senior Managing Director Richard Stockton shared that Ashford Inc. is a real estate company that specializes in luxury hotels. The request is a \$25 million grant and a \$10.25 million loan to support construction of a JW

Marriott hotel in Craig Ranch. The project sponsors include Ashford Inc., Craig International, and Horizon Capital. The total project cost is \$325 million, located on 8 acres adjacent to TPC Craig Ranch. Plans include 290 hotel rooms and additionally 48 condominiums for sale. The development will feature more than 50,000 square feet of meeting and conference space and over 600 parking spaces. The hotel will be managed by an Ashford Inc. affiliate, Remington Hospitality, and will be franchised under the JW Marriott Luxury Hotel brand. Mr. Stockton emphasized that the project is only feasible with public partnership and incentives. Requested incentives include an MCDC \$25 million grant and \$10.25 million loan, a \$2 million infrastructure grant from MEDC, a 380 Agreement with the City valued at \$18 million in tax rebates over 12 years, and potential state-level rebates totaling over \$30 million over ten years. Marriott is contributing \$3 million in key money, and Ashford Inc. is contributing \$1 million. He stated that it is anticipated that the project will be completed by the end of 2029. Amenities will include access to the TPC Craig Ranch golf course, a specialty restaurant, and a waterpark with a lazy river that will be open to the public via day pass. The hotel will consist of general function areas on the bottom two floors, eight floors with 290 hotel rooms, and seven floors of condominiums. Mr. Stockton shared that Ashford Inc. manages more than \$7 billion in assets, noting that with in-house development and construction teams, they can deliver the project primarily in-house. He added that their cosponsors, Craig International and Horizon Capital Partners, offer a wealth of experience and expertise. During the first ten years, the developer will receive tax rebates, after which the project is expected to generate more than \$2.5 million per year in additional tax revenue. Benefits to McKinney include increased tax revenue, a luxury hotel offering, public waterpark access, and a large conference facility. Both the conference facility and waterpark are significant sales tax revenue generators. This would be

the first luxury hotel in North Texas and it will support the continuation of events like the CJ CUP Byron Nelson, enhancing local tourism and event hosting. The hotel is also complementary to other major McKinney development projects including the McKinney National Airport expansion, Cannon Beach Surf and Adventure Park, Venu Sunset Amphitheater, and McKinney Corporate Center. The \$10.25 million loan is proposed at a 4.3% interest rate and is to be provided at construction commencement. The \$25 million grant will be provided when the Certificate of Occupancy is issued. The loan is structured to be repaid upon sale of the hotel or the first refinancing of the construction loan, anticipated before the eight-year term ends. Required construction commencement is December 31, 2026, with a completion deadline of April 30, 2029. Under the 380 Agreement, there is an option to extend to April 30, 2030. They are currently seeking potential lenders and equity partners and anticipate having conditional letters of financing in place by the end of the year. Financing includes a projected \$210 million senior construction loan and a subordinate MCDC loan, with a total project cost of \$325 million. It is expected that the MCDC loan will be repaid by December 2033. David Craig shared concern regarding the interpretation of the agreement as it relates to the repayment terms of the MCDC loan. He encouraged the Board to consider his description of the original intent as the financial model is discussed. Chair Richardson-Woods called for public comments. David Craig stated that a luxury hotel has always been part of the vision for Craig Ranch. Previous attempts in 2006 and 2018 fell through, and the property was repurchased to protect its integrity. He reiterated that this \$325 million JW Marriott project would be the first luxury hotel in North Texas and thanked the City, MCDC, and MEDC for their continued support. He encouraged the Board to accept the proposed request regarding the MCDC loan terms. Several Board members sought clarification on the grant and loan terms. City Attorney

Mark Houser clarified the following factors regarding the loan terms in the agreement:

- MCDC funds (loan) will be used for the entire building project.
- MCDC loan would be considered subordinate to the senior loan acquired for the property.
- Loan is funded at commencement of construction.
- Loan would be required to be repaid in full upon sale of the property.
- Loan would be required to be repaid in full upon refinancing of the loan.
- If property is not sold prior to end of the loan term, loan would be required to be repaid at end of eight-year term which begins at Certificate of Occupancy.
- MCDC will receive interest payments until the loan is repaid.
- There will likely be an Intercreditor Agreement which defines the relationship with the senior and subordinate lenders, with senior loan holding right of first repayment in most cases.
- It is likely that the senior lender will require up to half of proceeds of condo sales be used for senior loan repayment.
- Regarding the grant, because construction will be complete when grant is awarded at CO, those funds will be distributed to equity partners, who will fund the project during construction.
- Regarding estimated condo sales and projected cash flow timelines, Mr. Stockton stated that a nine-year term was used for modeling purposes only, and there is no plan to sell the property after nine years.

Mr. Houser stated that the only issue of the term still to be discussed:

- Should some or all proceeds from condo sales be required to be used for repayment of the loan?

Board Chair Richardson-Woods called for a motion to close the public hearing on the item. Board members unanimously approved a motion by Board Member Booth, seconded by Secretary Bradford, to close the public hearing.

25-2915 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by The Heritage Guild of Collin County (PC 25-17) in the amount of \$14,905.00 for the advertising, marketing and promotion of 2025 Fall events at Chestnut Square including Farmers Market, Ghostly Hauntings, Trolley Tours, Pumpkin Pals, Educational Programming, and Holiday Tour of Homes. DeAnna Stone thanked MCDC and the community for their support of the May storm relief event. She reported that the Farmers Market is growing, and their influencer campaign captured 1,200 new followers and generated 17,000 post shares. Prairie Adventure Camp sold out after partnering with Community Impact via direct mail and web ads. Military Appreciation Month was sold out. Events for the next two quarters include weekly Farmers Markets featuring some special events including Harvest Picnic Brunch, Family Fun Fall Day, and Holidays in the Village. Additional upcoming events include Ghostly Hauntings, a Murder Mystery in collaboration with MRT (October 30–November 1), and the Holiday Tour of Homes (December 6–7). Their marketing plan includes radio, community impact print and digital ads, print/posters, and digital/influencers with all categories increasing from last year.

25-2916 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Rotary Foundation (PC 25-18) in the amount of \$7,500.00 for the advertising, marketing and promotion of the 2025 Parade of Lights. Becky Fortenberry, joined by Harold McLeod, thanked MCDC for the

support provided in prior years. This will be the 26th year for the Parade of Lights. The 2025 theme will be Christmas Around the World. The parade has attracted more than 30,000 attendees. Last year's parade featured 85 entries and nearly 1,500 participants, including hometown floats and floats from surrounding cities. The staging will be held at Finch Park. She thanked Andrew Jones for helping reroute the 2024 parade. The profit of \$18,000, was reinvested in the community to benefit Community Lifeline, Meals on Wheels, Direction 6:13, Patriot Paws, ShelterBox USA, PolioPlus, Kids Against Hunger, Habitat for Humanity of Collin County, Hugs Greenhouse, and the McKinney Education Foundation. McKinney Rotary Foundation is requesting \$7,500, with any additional marketing costs to be covered by the club. The lead sponsor is Commercial Bank of Texas. Entry costs are \$150 for businesses, \$90 for nonprofits, and \$25 for individual cars. A \$250 sponsorship includes a float in the parade. Vice Chair Riche shared his perspective that the 2024 parade was great. Mr. McLeod shared that Finch Park is an excellent staging location, and they will work on addressing the related traffic issues.

- 25-2917** Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Texas Women Society (PC 25-19) in the amount of \$13,500.00 for the advertising, marketing and promotion of the 2025 McKinney Asian Food and Art Festival. Jennie Shen, joined by Catherine Chen, thanked MCDC for their support of the 2024 Asian and Moon Festival and 2025 McKinney Asian fest. The McKinney Asian Food Festival will be held October 3-4 at City Hall Plaza. Food will play a central role in the event, with a focus on Asian cuisine, including iconic festival treats like mooncakes and tea, as well as live tea ceremony demonstrations. The goal for 2025 is to attract more attendees from across the DFW area.

Various events planned for the festival will be highlighted, including street food, flash mobs, cosplay, and an art show. Cosplay will be featured during the festival and will include a red-carpet show. The marketing plan covers a 100-mile social media radius. In the DFW area, the only other major Asian food festival takes place in May. Ms. Shen stated that the overall event budget has doubled since it will now be a multi-day event. Event revenue comes from vendor fees and sponsorships. Treasurer Wilkes thanked them for hosting the Asian Festival in McKinney. Board Member Booth thanked them for relocating the event to City Hall. Andrew Jones shared that Main Street collaborated with Ms. Shen to find a new location and believes City Hall is an ideal fit. Chair Richardson-Woods shared that she is excited for this event.

- 25-2918** Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Repertory Theatre (PC 25-20) in the amount of \$6,790.00 for the advertising, marketing and promotion of the two unique shows in 2025. Executive Director Davina Gazos-Stampfel shared that McKinney Repertory Theatre is McKinney's nonprofit community theatre located in Downtown McKinney. They perform all their shows in the Courtroom Theatre. Their mission is to build community through live theatre. MPAC is going through renovation from January 2026 to September/October 2026. As a result, MRT's 2025-2026 season is being shortened to three shows. After renovations, they plan to perform four shows with three weekends of performances. Since receiving an MCDC grant in 2022, MRT has seen ticket sales increase by 84% across most shows, with A Christmas Carol showing a 92% increase. The 2024-2025 season MRT is averaging 137 tickets per show. A Christmas Carol is averaging over 250 tickets, breaking the record. MRT is requesting funds for two shows, National Pastime and A Christmas Carol. For the upcoming fiscal year,

gross revenue is estimated to exceed \$120,000; however, they are facing a \$10,441 deficit due to limited performances during renovations. Their 2025 goals are to continue to attract theater-goers from surrounding communities, grow Facebook and Instagram by 15%, and continue to grow ticket sales. MRT shows bring visitors to Downtown McKinney with over 56% of their audience from surrounding areas (Allen, Fairview, Plano, Anna, Melissa, and Dallas). The marketing budget is \$6,790 and includes social media emphasis, print and digital ads, EVVNT, geofencing, posters, vinyl signs outside MPAC, rack cards, community calendars, and other free local platforms. Board Member Micheletto asked how many attendees are season ticket holders and how many are repeat attendees. Ms. Gazos-Stampfel shared that they have 80 season ticket holders, and while exact repeat attendance varies by show, A Christmas Carol consistently draws the most returning audience members.

- 25-2919** Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by The Warrior's Keep (PC 25-21) in the amount of \$12,500.00 for the advertising, marketing and promotion of the 2025 Veterans Day Celebration at TUPPS Brewery. Matt Thomas, joined by Darrell Hale, shared that The Warrior's Keep is a nonprofit organization that believes in the healing power of the outdoors. The core program is called OATH (Outdoor Adventure Therapy for Heroes), which provides outdoor expeditions including summiting mountain peaks. Founded in 2016, next year will mark the 10-year anniversary of the organization, which is all-volunteer and has served more than 1,000 veterans through expeditions and certifications, helping veterans manage depression, loneliness, and anxiety while establishing camaraderie. 2025 will be the seventh year for their major annual Veterans Day fundraising event at TUPPS, which

provides for about 40% of their operating budget. Last year, they had more than 750 attendees and raised over \$30,000. The event featured a four-plane flyover, multiple vendors, an army veteran-led band, and a children's area. In 2024, marketing efforts included social media advertising, yard signs, partnerships with Visit McKinney and other nonprofit organizations, and support from SBG Hospitality. This year \$12,500 is requested for social media ad buys, print advertising, press release distribution, media and influencer partnerships, and radio/newspaper ads. The plan for this year includes targeting 1,500 attendees, veterans, and families, in McKinney and surrounding counties. The goal is to promote McKinney as a veteran-friendly city, with a fundraising goal of \$40,000. Free entry will be offered. Chair Richardson-Woods asked if making it a non-ticketed event would affect revenue. Mr. Thomas replied that the main source of revenue is through sponsorships and the annual auction. By making it non-ticketed, more attendance is anticipated. Vice Chair Riche asked if Warriors Keep provides counseling during or after expeditions. Mr. Thomas replied that they do not, but they do refer veterans to nonprofit partners. Vice Chair Riche asked what veteran organizations Warriors Keep partners with and whether they collaborate with the Combined Arms Network. Mr. Thomas responded that they partner with Carry the Load, which connects them with additional organizations. He added that they are part of the Combined Arms Network database but have not fully leveraged it. Board Member Micheletto asked if their partners share social media posts and who handles their press releases. Mr. Thomas replied they partnered with Carry the Load for a campaign and are expanding outreach to more partners. Mr. Thomas noted they are increasing press releases this year, including outlets such as The Dallas Morning News. Treasurer Wilkes asked if counselors join their expeditions, and Mr.

Thomas responded that they do not currently offer that but would be open to considering it.

25-2920 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Collin County Master Gardeners Association (PC 25-22) in the amount of \$14,500.00 for the advertising, marketing and promotion of the 2025-2026 Events at Myers Park consisting of eight unique events including the annual Garden Show, plant sales, A Walk in the Park, and educational workshops. Sarah Dodd shared that Collin County Master Gardeners is a 100% volunteer group with more than 350 members who contributed more than 33,000 hours of service last year. Their research-based horticulture programs serve all ages, offering year-round events, educational workshops, community outreach, horticultural support, and scholarships. The Garden Club maintains 18 gardens, including 12 at Myers Park and a school program at Caldwell Elementary. Grant-funded events include The Garden Show, plant sales, A Walk in the Park, and educational workshops. They are expecting to bring in 8,500–10,000 attendees with 70%–75% coming from outside McKinney. The Garden Show showcases local vendors, small businesses, startups, and nonprofits. Surveys indicate strong economic impact, with 77% of garden tour guests and 37% of education workshop attendees planning to dine or shop in McKinney on the day of the event, demonstrating continued support for local businesses beyond attendance. At The Garden Show, all suggested donations go directly to local charities. From 2019 to 2025, benefactors have included Hugs Greenhouse, the Seed Project Foundation, and McKinney Learning Garden. In 2025, 16 out of 70 vendors were based in McKinney including booths from The Heritage Guild of Collin County, City of McKinney, and McKinney Parks Foundation. For 2026, they have already confirmed eight sponsors, and

more than half of their vendor slots are filled. Hugs Greenhouse provides inventory for their plant sales. A Walk in the Park now features the Plein Air Society and the Art Club of McKinney. The requested grant amount of \$14,500 would cover 83.5% of the total marketing budget, which includes print ads, social media, digital programmatic advertising, direct mail, radio spots, printed materials, and influencer collaborations. Ms. Dodd shared the proposed event budget. In 2024-2025, they served 7,700 attendees, with 73.3% traveling from over 100 cities and 12 counties into McKinney. More than 1.25 million impressions were generated. Board Member Booth thanked them for their final reports and the detailed surveys they conduct.

- 25-2921** Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Main Street (PC 25-23) in the amount of \$14,000.00 for the advertising, marketing and promotion of the 2025 McKinney Oktoberfest. Jakia Brunell shared a promotional reel and creative presentation for Oktoberfest. She shared that McKinney Oktoberfest covers fourteen blocks of Downtown McKinney. The three-day festival will be held September 26–28 and will showcase the 120+ small businesses in the Historic District. Returning favorites for the festival include keg tapping, a stein-holding competition, weenie dog races, beer and food options, and more. The family-friendly festival brings about 80,000 visitors to shop, dine, and explore Downtown. Main Street is requesting \$14,000 to support a promotional plan that includes billboards, Local Profile, ads with Dallas Observer and Community Impact, and social media campaigns including influencer partnerships. The event will also be promoted on HGTV and The Hallmark Channel through ads broadcast in McKinney, Fairview, Allen, and Plano. Success will be measured by vendor surveys, sales tax data, foot traffic, social media, website visits,

and ticket sales. Ms. Brunell thanked MCDC for their ongoing support. Several Board members commented on the creativity of Ms. Brunell's presentation.

25-2922 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Art Club of McKinney (PC 25-24) in the amount of \$7,100.00 for the advertising, marketing and promotion of 2025-2026 events, including three art shows, four workshops, and thirteen community events. Kathryn Iklé shared that the Art Club was founded in 1914 and is the oldest art club in the state of Texas. The nonprofit has over 150 members with a variety of talents. They collaborate with many McKinney organizations on projects and events. This past year, the number of Facebook and Instagram followers increased, a LinkedIn presence was launched, and event attendance and membership increased. Annual art shows include Art Meets Poetry, Spring Member Show, and Student Art Show. Collaborative events include two networking events, home and garden tour days, field trips, art tours, the McKinney Library summer art program, McKinney Night Markets, Arts in Bloom, A Walk in the Park Art, and The Garden Show. New events this year include workshops, Community Artists Video Interviews, Arts & Culture Celebration at the Heard-Craig, North Texas Giving Day, Garden Social Photography Session, and artists networking. Ms. Iklé expressed appreciation to MCDC for previous support. This year \$7,100 is requested to enhance the marketing strategy and reach a broader audience. Funds will be used for a heavy social media presence, posters/flyers, event programs/catalogs, cards, photography, videography, and press outreach. Success will be measured by total attendance, attendance from outside McKinney, and social media metrics. Board Member Booth asked whether community partners assist with funding. Ms. Iklé replied

that partners assist with specific projects, but partnerships mainly serve for visibility, awareness, and cross-promotion.

25-2923 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Millennial Maven Creative Foundation (PC 25-25) in the amount of \$10,000.00 for the advertising, marketing and promotion of the 2025 Rooted in Rhythm event. Executive Director Bridgette Jones, joined by Valese Jones, shared that Rooted in Rhythm is a music program that features workshops, panels, and a music showcase. The event highlights underrepresented artists in the country genre and is scheduled for October 18 at District 121. Three of the artists are local to the DFW area. To build awareness, monthly line dance classes are hosted, along with Rodeo party bus, and mini concerts. Rooted in Rhythm Week will include a comedy show, boot party with Lane Boots, and a post-event brunch. Director of Communications Valese Jones shared that since launching the line dances, more than 300 people have attended. A notable 37% of attendees travel from beyond McKinney. Viral social media posts have driven ticket sales, with 27% of purchases coming from outside Texas and 37% from the DFW metroplex. A partnership has been created with The Denizen Hotel to offer packages for artists and guests. The marketing plan includes email marketing, strategic partnerships with businesses, print marketing, influencer campaigns, and radio/print/blog promotions. Additionally, all artists are actively promoting events on their platforms. Sponsors include Credit Union of Texas, Red Bull, Dallas College, and Lane Boots. Sixty-two percent of early bird tickets have been sold, and a sell-out is expected. They have also partnered with SBG Hospitality to increase their marketing reach in McKinney. Several board members commented that they are excited for the event.

Board member Kelly requested clarification regarding the Promotional and Community Grant budget. Ms. Schneible responded that this is the second and final grant cycle and noted that \$125,000 was budgeted for each cycle, with an additional \$69,000 carried over from the previous year. Following the first round of grant awards, \$174,000 remains in the budget.

Chair Richardson-Woods recessed the meeting into executive session at 10:07 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters including Project Hemispheres, Venu/Notes Live, Project 20-09 (TUPPS Brewery & Entertainment Destination), 4B17-04 Craig Ranch Resort Hotel, and 4B24-15 (Sanchez Charities NeighborHub).

Chair Richardson-Woods reconvened the meeting of McKinney Community Development Corporation back into regular session at 11:16 a.m.

Chair Richardson-Woods called for public comments regarding matters not on the agenda, and there were none.

Chair Richardson-Woods called for additional Board comments, and there were none.

Chair Richardson-Woods called for a motion to adjourn. Board members unanimously approved a motion by Vice Chair Riche, seconded by Board Member Micheletto. Meeting was adjourned at 11:16 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the MCDC members on July 24, 2025.

SIGNED:

ANGELA RICHARDSON-WOODS
Board Chair
DAVID RICHE
Board Vice Chair

ATTEST:

DEBORAH BRADFORD
Board Secretary