

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

**SEPTEMBER 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, September 19, 2023, at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Kurt Kuehn, Secretary/Treasurer Thad Helsley, Julie Williams, Mohamed Kacem, Mark Denissen, and alternate Scott Woodruff.

City Council Present: Councilmen Rick Franklin and Justin Beller.

Staff Present: Interim President Michael Talley, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Special Projects & Events Manager Emily Linares, City Manager Paul Grimes, MEDC Attorney Mark Houser, Accounting Manager Chance Miller, and Visit McKinney Executive Director Aaron Werner.

There were 3 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.

**23-0742** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of August 15, 2023.

**23-0743** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Special Meeting of August 29, 2023.

**23-0744** Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Special Meeting of January 24, 2023.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by alternate Woodruff, to approve the August 15, 2023, August 29, 2023, and January 24, 2023, Minutes.

**23-0745** Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced tonight the City Council will consider the composition of a bond committee for a bond election for 2024. The election has not yet been called, but this composition will discuss the types and scopes of projects, and the amount of bonds. All are subject to City Council approval by February 16, 2024, for May 2024 election. Public Safety, public facilities, Public Works (there is a new Public Works building, but there is also an existing facility in need of renovations), roads and streets, and Parks and Recreation. Tonight City Council will appoint the committee members, and there are three or four meetings scheduled for this fall for the committee to meet and go decide are these warranted projects, and if so, what is the amount. The committee will report to City Council later this year or in 2024. Mr. Grimes announced the City issued a request for proposal (RFP) earlier this year and has received 15 proposals. City staff has narrowed it down to five and hopes to recommend four of those for public presentations and review by City Council later this fall. The date is currently scheduled for November 28th. Mr. Grimes announced the latest population estimate is 213,459. Mr. Grimes thanked Michael Talley for serving as Interim President during this transition period and noted he has enjoyed working with him. Mr. Grimes also thanked MEDC staff.

Chamber of Commerce- McKinney Chamber of Commerce President Lisa Hermes announced the next quarterly luncheon is the "Best of McKinney" luncheon on October 5<sup>th</sup>. This is the "Readers' Choice Award". Votes are currently being tallied and are close to 10,000 votes. October 24<sup>th</sup> will be the next development update and the theme is transportation. State of the City is November 2<sup>nd</sup> with updates from Mayor Fuller, City Manager Paul Grimes, Collin College President Dr. Neil Matkin, and new McKinney ISD Superintendent Shawn Pratt. Ms. Hermes noted MEDC has a table at the event. Ms. Hermes announced Governor Abbott will be calling a special session. One item on the

agenda will be about school vouchers. Ms. Hermes noted the McKinney Chamber of Commerce is opposed to vouchers and is building a grassroots coalition of other Chambers across the state to support local ISDs and public education because there is a tie to economic development when companies are looking at places to relocate.

Community Development Corporation- Board member Kathryn McGill announced she looks forward to seeing Mr. Kowski next month as he starts his new role. Ms. McGill announced MCDC has completed cycle II of grant applications. Public hearings on the applications were held in July and voted on in the August 24<sup>th</sup> Board meeting. There was \$960,191.00 awarded which included the McKinney Parks Foundation, the Heritage Guild, City of McKinney Housing and Community Development to aid in assisting in repairs to three mobile home parks, The Cotton Mill signage, McKinney Main Street to help purchase a new downtown trolley for the DASH program to increase accessibility and transport to visitors downtown, Habitat for Humanity, and Boys and Girls Club of McKinney. The next retail grant applications were accepted in July. There was one for The Cocktail Creamery to replace a grease trap. Ms. McGill announced there is an anticipated October Certificate of Occupancy for Tupps Brewery. Ms. McGill announced MCDC has been proud to sponsor a slew of opportunities throughout the year to bring visitors in. The Farmers Market, Bar Wars, Chestnut Square, Oktoberfest on September 22<sup>nd</sup>, The McKinney Philharmonic Orchestra, The Repertory Theatre, The Millhouse Makers Market, Dia de Los Muertos on October 14<sup>th</sup>, the McKinney Wine and Music Festival, Art Club Student Show on October 28<sup>th</sup>, and Brew and Boos Sip and Stroll on October 28<sup>th</sup>.

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced on October 26<sup>th</sup> Visit McKinney will welcome the Texas Travel Counselors to McKinney. The travel party includes Texas

Highways Information Center staff, Texas Highways Magazine editorial staff and photographer, TxDOT travel information directors, Texas Parks and Wildlife staff, and a few representatives from the Texas Travel Alliance and their board. Visit McKinney will tour the group around town and show them a few key items. Mr. Werner announced Visit McKinney has a few new marketing initiatives in the works, getting ready for the beginning of 2024. There has been extreme growth in the Visit McKinney Instagram account over the last 90 days, with over 8,600 new followers. Last week, Visit McKinney surpassed 20,000 on their Instagram account. Mr. Werner announced there is now a “highlight reel” or “sizzle reel” on the Visit McKinney website homepage. Instead of a static photo it is a video of McKinney, highlighting different aspects throughout the community. Mr. Werner announced in January 2024 there will be a brand-new visitor's guide for the City of McKinney, after using the downtown shopper's guide for years. Mr. Werner noted this is the first time Visit McKinney has taken on a full-scale visitor's guide in a long time. Texas Monthly has been hired to help put the visitor's guide together.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced the marketing committee did not meet this month, but as an update to the continued efforts to educate the public about MEDC and community outreach, MEDC will have a booth at Oktoberfest.

Real Estate Committee- Secretary/Treasurer Helsley announced the Real Estate Committee met last week and will have several projects to discuss in Executive Session.

Innovation Fund Committee- Board member Denissen announced the Innovation Fund Committee had a follow-up with Project Rocket.

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

Finance Committee- Vice Chairman Kuehn announced the Finance Committee met with accounting to review the financials and make sure we are within the budget.

Board Chairman- Chairman Loughmiller announced he appeared at the last City Council meeting to introduce Mr. Michael Kowski as the new President of the MEDC and talk to City Council about our goals and mission to unify with the City Council in the strategic planning of economic development for the City of McKinney. Mr. Loughmiller thanked the McKinney Chamber of Commerce and Visit McKinney for everything they are doing for McKinney.

**23-0746** Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- Senior Vice President Talley announced Madison Clark spoke at Interface Industrial. Senior Vice President Talley spoke at the Chamber Development Update and the REDNews event covering McKinney with a Collin County panel. Mr. Talley announced JLL and CM Ventures will officially open the M75 Commerce Center, a 300,000 square foot building on Harry McKillop. There will be a celebration in Dallas. Mr. Talley announced MEDC is the title sponsor for the North Texas Commercial Association of Realtors (NTCAR) golf tournament on September 26<sup>th</sup> at Stonebridge Ranch.

KPI Report- Senior Vice President Talley announced the Innovation Fund numbers will jump up after this last week due to attending Dallas Startup Week. Project Manager Mike Wilkes attended all days and a few other staff members were in and out at the event. There are 22 MEDC events attended for the year and 18 hosted events for the year (including Tech & Trucks and Tech Talks).

Marketing Report- MEDC Marketing & Social Media Manager Luke Gajary announced about half of MEDC website visitors come from mobile and desktop. Across global web users, it is usually split 70/30, with 70% being mobile visitors. Mr. Gajary noted in our industry we deal

with a lot of corporate America and decision makers who are at their desktop, so as we think about revamping our website or rebuilding items, mobile first may not be the best strategy for us. Mr. Gajary announced when you look at top sessions by city, you can see McKinney, Dallas, location not set (from user privacy settings) and then Los Angeles, Chicago, and New York are the next three. Mr. Gajary noted it is interesting because we have put out digital, targeted campaigns towards those locations, so we are seeing campaigns working. Mr. Gajary noted MEDC Special Projects & Events Manager Emily Linares has been working hard to establish a booth for us at Oktoberfest and our team will be there with special 30<sup>th</sup> Anniversary giveaways.

**23-0747** Chairman Loughmiller called for the July 2023 Financials. Accounting Manager Chance Miller announced there was \$1.9 million for revenue, and \$1.7 million of that was sales tax revenue. For expenditures, there was \$268,000 in operational expenses, \$877,000 in project expenses, and \$237,000 in non-departmental expenses. The total was close to \$1.4 million, resulting in a net increase of close to \$500,000 for the month of July. Mr. Miller noted sales tax for the month of July applies to the month of May. McKinney had a 7.7% increase (bringing the year-to-date to 6.4%), Allen had a 11.1% increase, Frisco had a 3.1% decrease, Plano had a 10.1% increase. Mr. Miller noted the City of Allen increase was related to an audit collection, with a true period-to-period increase of 1%. By industry, retail trade is up 17% this month.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Kacem, to approve the July 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 8:26 a.m.

Chairman Loughmiller reconvened the meeting into open session at 9:33 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Williams, to approve the MEDC Interim President Review as discussed in Executive Session.

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

Chairman Loughmiller adjourned the meeting at 9:36 a.m.

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

These minutes approved by the MEDC members on:

---

BRIAN S. LOUGHMILLER  
Chairman

---

THAD HELSLEY  
Secretary/Treasurer