

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

AUGUST 19, 2025

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Tuesday, August 19, 2025, at 8:00 a.m.

Board members Present: Vice Chairman Kurt Kuehn, Secretary/Treasurer Thad Helsley, Julie Williams, Scott Woodruff, Robert Hamilton, and alternate Chantelle Kadala.

Absent: Chairman Brian Loughmiller.

City Council Present: Councilmen Justin Beller and Rick Franklin.

Staff Present: MEDC President Michael Kowski, MEDC Senior Vice President Michael Talley, MEDC Executive Assistant Melanie Molina, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Director of Business Retention & Workforce Development Madison Clark, MEDC Project Manager Troy Billett, City Manager Paul Grimes, Assistant City Manager Jennifer Arnold, MEDC Attorney Mark Houser, Audio/Video Technician Joshua Arias, Assistant Director of Finance Chance Miller, MCDC President Cindy Schneible, Director of Cultural District Andrew Jones, Downtown Development Manager Graham Meyers, and Visit McKinney Executive Director Aaron Werner.

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

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

25-3048 Vice Chairman Kuehn called for the Minutes of the McKinney Economic Development Corporation Meeting of July 15, 2025.

Board members unanimously approved the motion by Board member Williams, seconded by Board member Woodruff, to approve the Minutes of the McKinney Economic Development Corporation Meeting of July 15, 2025.

25-3049 Vice Chairman Kuehn called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced the 89th Texas Legislature has convened its second special session as of last Friday.

There are a number of items on the session, including a few that pertain to the City. Mr. Grimes announced the City has proposed a budget of +2.88%, no-new revenue rate plus 2.88%, a budget of about \$950 million dollars total budget, operating budget around \$231 million dollars. The required public input session will be on September 2nd, which will also be the budget adoption date. Mr. Grimes announced \$15 million dollars of Federal funding has been withdrawn under the Big Beautiful Bill. City Council will meet tonight to evaluate options and decide how to move forward. Mr. Grimes announced there will be a public open house with Engineering staff on August 27th at 6:00 p.m. in the Council Chambers to discuss public infrastructure on Tennessee, Lamar, Hunt and Kentucky streets. This pertains to the redevelopment of the area around the old City Hall.

Community Development Corporation- MCDC President Cindy Schneible announced the MCDC Board approved several promotional grants at their Board meeting last month. One grant is for a new event, McKinney Rooted in Rhythm, and will be hosted at Tupps Brewery in October. This event was originally planned for last year but was rescheduled due to the weather. There are several public hearings next week, including two retail infrastructure grants. One is for horizontal infrastructure at a strip center on Highway 380 across from Raytheon, The Blue Olive restaurant. The second public hearing is for infrastructure work at the Cotton Mill. There is also a public hearing scheduled for an amended project, The Neighbor Hub, which the MCDC Board approved last year. Sanchez Charities has partnered with a number of nonprofits to expand the scope of that project. It will be a nonprofit resource center that houses multiple agencies that serve residents, with the intention of keeping residents out of homelessness. "Build your own Business Silos" finish out has begun on the Tupps campus, with completion not expected for a few months. Startup retail businesses have already leased five

solos. Work is also continuing on Lelo's Coffee.

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced Sarah Nolting joined Visit McKinney as their new Communications and Media Specialist. Sarah comes from the Town of Little Elm. Mr. Werner thanked MEDC Marketing & Social Media Manager Gajary for joining the interview panel. The sales and recruitment process for Visit McKinney is continuing with a sports-heavy trend. Visit McKinney is working additional pickleball events and working to secure World Cup room blocks. Mr. Werner announced the Pro Pickleball Association (PPA) Texas Open was a great success at the tennis courts. They are returning March 9th through March 15th, 2026. Mr. Werner noted Visit McKinney has been working with a new marketing agency for most of this fiscal year, determining how to showcase McKinney for the next fiscal year. There will be a photo and video shoot to update creative content for the 2026 fiscal year.

MEDC Committee Updates:

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

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

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

Innovation Fund Committee- Board member Woodruff announced the Innovation Fund Committee did not meet.

Marketing Committee- Board member Williams announced the Marketing Committee did not meet.

Board Chairman- Vice Chairman Kuehn had no items to report.

25-3050 Vice Chairman Kuehn called for the MEDC Monthly Reports.

Project Funnel- SVP Talley announced Project Manager Troy Billett and

Business Intelligence Analyst Erick Rodriguez are working in Salesforce to help break out the project stages differently. Active projects are at 34, up drastically due to Project Manager Billett's work on the Innovation Fund pipeline. SVP Talley announced we have 145 applications, 23 of which are from Dallas Startup Week alone.

Marketing Report- MEDC Marketing & Social Media Manager Gajary announced we have created a workflow to capture articles on McKinney, summarize them, put them on the website, and create a log of recent articles published about everything good happening in McKinney. For MEDC, downtown, Visit McKinney, MDCDC, etc. This will allow us to capture and capitalize on those articles. There is a new tab on the website if you want to see the article collection. Mr. Gajary announced the U-Haul one-way rental from other states to Texas has been a recurring marketing strategy for MEDC. There is an increase in southern states, such as Oklahoma and Florida, renting trucks and moving one-way to Texas. Mr. Gajary noted we may begin targeting the south with digital marketing.

25-3051 Vice Chairman Kuehn called for Main Street Downtown Development Update and Strategic Objectives. President Kowski announced part of our mission is to spotlight and celebrate our partners doing great work alongside us. Director of Cultural District Andrew Jones and Downtown Development Manager Graham Meyers are here to talk about what is going on in downtown McKinney. The presentation for agenda item 23-3051 is included in this document as *Exhibit A: Main Street Downtown Presentation*.

25-3052 Vice Chairman Kuehn called for the June 2025 Financials. Assistant Director of Finance Chance Miller announced with the state laws changing the agenda posting deadline, financials will be one month behind due to finance closing dates. Total revenue for the month of June was \$2.1 million. For expenditures, there were \$36,000 in operational

MEDC MINUTES

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expenses, \$15.1 million in project expenses (the transfer for the airport project), and \$245,000 in non-departmental expenses. Sales tax collected in June applies to April sales. There was a 2.2% increase, bringing the year-to-date to 2.5%. Allen had a 3.3% increase, Frisco had a 4.4% increase, and Plano had a slight decrease, likely due to audit collections. McKinney had audit collections that hurt us as well. For sales tax by industry, most months have been consistent, with retail trade at 5% and a strong indicator for how McKinney has performed this year.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Denissen, to approve the June 2025 Financials.

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

Vice Chairman Kuehn called for Board Comments and there were none.

Vice Chairman Kuehn recessed the meeting into Executive Session at 8:43 a.m.

Vice Chairman Kuehn reconvened the meeting into open session at 9:43 a.m.

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

Vice Chairman Kuehn adjourned the meeting at 9:43 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 October 21, 2025.

SIGNED:

BRIAN S. LOUGHMILLER
Chairman

ATTEST:

THAD HELSLEY
Secretary/Treasurer

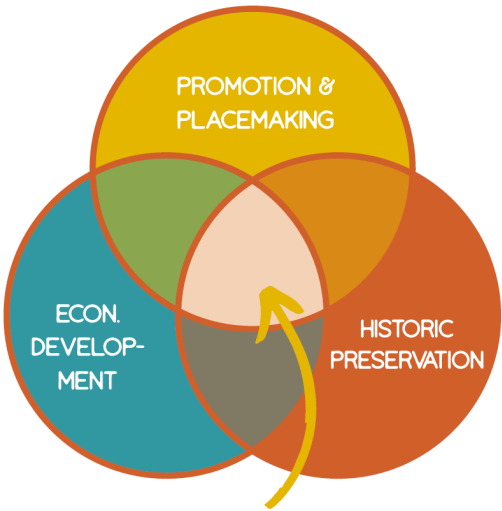
*Exhibit A – Main Street Downtown
Presentation*



DOWNTOWN MCKINNEY
TEXAS • EST. 1848
MEDC UPDATE 2025

ABOUT MCKINNEY MAIN STREET:

- Public/Private Partnership - 501(c)3
- City Employees, City Infrastructure, Private Operations
- Funds raised through sponsors, events, and grants.
- State & Nationally Accredited



MAIN STREET WORKS IN THE
INTERSECTION OF THESE

VISION :
McKinney Main Street
champions a vibrant
downtown – the heartbeat of
McKinney since 1848.



↑ 61%
INCREASE IN
SALES-TAX
REVENUES
(SINCE 2019)

5.4 MILLION
VISITS A
YEAR
(2024)



\$316,810,806
IN DOWNTOWN
ASSESSED
VALUES

200+
SMALL
BUSINESSES



TOP 3 EVENTS:
75K- OKTOBERFEST
60K- HOME FOR THE
HOLIDAYS
40K- ARTS IN BLOOM

112+
ANNUAL
EVENTS

PAST: OLD COUNTY COURTHOUSE 2004

- City leases building from County
- MCDC/City Rehab - \$9 million
- Main Street Program introduced
- A catalyst for private investment on the square



MCKINNEY TODAY



MPAC REBRAND & RENOVATION

- Currently in 50% plans
- Construction Starting Feb 2026
- Rebrand to the Courthouse Theater
- Renovation of Public Areas: Theater, Restrooms, Hallways and more.
 - Additional permanent Art Gallery in the basement



DOWNTOWN BUSINESS RECRUITMENT EFFORTS

Site selection support

Ombudsman work

- Navigating permits & adaptive reuse of historic buildings

Highlight & promote incentives:

- MCDC Retail Infrastructure grants
- THC Design Services
- TIRZ Grant Opportunities
- Public Art Grants



DOWNTOWN BUSINESS SUPPORT

- Promotion
- Events and Advertising
- Beautification
- Public Art
 - Holiday Decor
- Coordinating Downtown construction activities
- Supporting & organizing 3rd party events

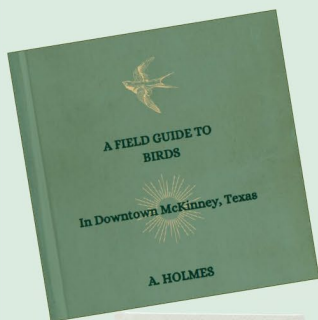


2025 LARGE EVENTS:

- Krewe of Barkus
- Arts in Bloom
- Texas Music Revolution
- 4th of July Parade
- Oktoberfest
- Home for the Holidays



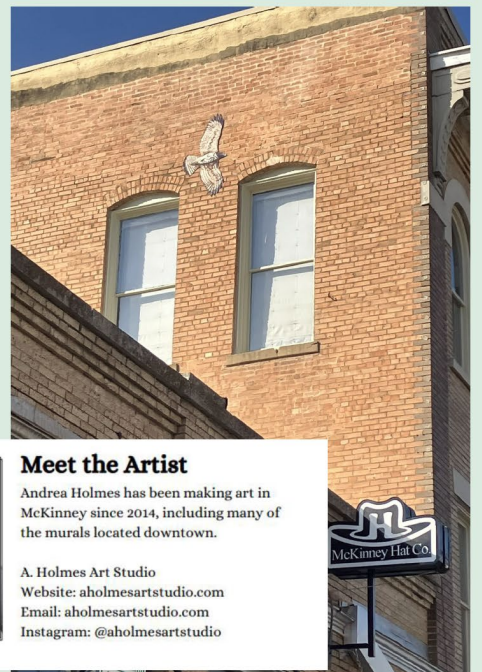
BIRD MURALS AND GUIDE:



Meet the Artist

Andrea Holmes has been making art in McKinney since 2014, including many of the murals located downtown.

A. Holmes Art Studio
Website: aholmesartstudio.com
Email: aholmesartstudio.com
Instagram: [@aholmesartstudio](https://www.instagram.com/aholmesartstudio)



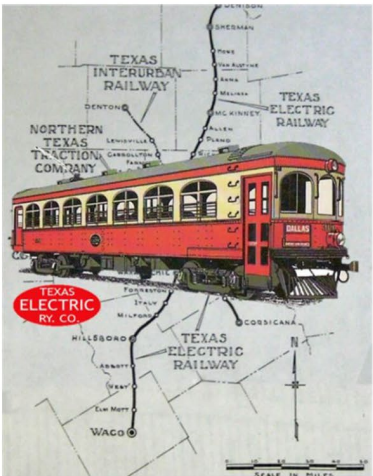
ART INITIATIVE: ROUNABOUT SCULPTURE

- Lead Artist: Alli Koch
- Installation this June



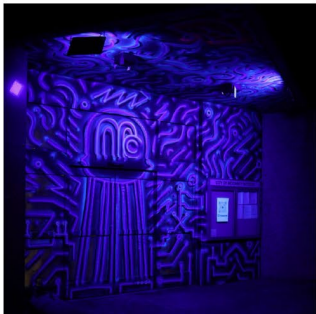
DOWNTOWN TROLLEY:

- Inspired by the Historic Interurban Railway
- Fixed 15 min route through downtown including across Hwy 5



MEDC COLLABORATIONS

- Business Recruitment
- Downtown McKinney Promotions
 - Scavenger Hunt
- Data Sharing
- Business Trainings
 - David Rendall workshop
- Oktoberfest VIP



PRIORITIES FOR FUTURE GROWTH

- Redevelopment of City-Owned Properties
- Development of top tier Office
- Complimentary attractions/nightlife
- Recruitment of additional Hotel product
- Infrastructure upgrades

