

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**JUNE 27, 2024**

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, June 27, 2024, at 8:00 a.m.

**Board Members Present:** Vice Chair David Kelly, Secretary David Riche, Treasurer Deborah Bradford, Board Members Joy Booth and Chris Wilkes, and Board Alternate Markus Lloyd. *(amended 7.25.24 to add Joy Booth as present)*

**Absent:** Chair Angela Richardson-Woods.

**City Council Present:** Councilman Michael Jones.

**Staff Present:** President Cindy Schneible, Director of Strategic Services Trevor Minyard, Accounting Manager Chance Miller, Director of Parks and Recreation Amy Kinkade, Assistant Director of Parks and Recreation Ryan Mullins, Visit McKinney Executive Director Aaron Werner, MEDC Director of Business Retention and Workforce Development Madison Clark, Director of Cultural District Andrew Jones, Director of Libraries Spencer Smith, Library Branch Manager Gary Landeck, Library Communications and Media Specialist Kate Wilson, and MCDC Grant Program and Marketing Manager Linda Jones.

There were several guests present.

Vice Chair Kelly called the meeting to order at 8:03 a.m. after determining a quorum was present. He shared that Chair Angela Richardson-Woods was absent from today's meeting and welcomed Board Alternate Markus Lloyd to the dais. MCDC Treasurer and Pastor of New Jerusalem Baptist Church, Deborah Bradford, offered an invocation which was followed by the Pledge of Allegiance.

Vice Chair Kelly pulled item 24-1559 from the consent items. He called for a motion on the remaining consent items. Board members unanimously approved a motion by Board Member Booth, seconded by Secretary Riche, to approve the following consent items:

- 24-1559** Minutes of the Joint Meeting of the McKinney Economic Development Corporation & McKinney Community Development Corporation of April 16, 2024.
- 24-1700** Minutes of the McKinney Community Development Corporation TUPPS Subcommittee Meeting of May 9, 2024.
- 24-1701** Minutes of the McKinney Community Development Corporation Affordable Housing Subcommittee Meeting of May 13, 2024.
- 24-1699** Vice Chair Kelly called attention to an error in the Minutes of the McKinney Community Development Corporation Meeting of May 23, 2024. The vote on item 24-1556 was recorded as 7-0-1 with Treasurer Bradford abstaining. The correct vote should be 6-0-1 with Treasurer Bradford abstaining. Board members unanimously approved a motion by Vice Chair Kelly, seconded by Secretary Riche, to approve the minutes as amended.
- 24-1702** Vice Chair Kelly called for the Financial Report. Accounting Manager Chance Miller presented the March financials. Revenues were \$2.7 million, primarily from sales tax. Expenses were \$578,400, including \$261,000 in project expenses. Regarding sales tax, March sales generated the May numbers. McKinney saw an increase of 2.3% compared to a 4.8% increase for Allen, a 3% decrease for Frisco, and Plano was at breakeven. McKinney's year-to-date increase is 7.4% which remains higher than our budgeted increase and higher than all sister cities. Regarding the industry break-out, retail trade was up 4%, and overall sales taxes were relatively even with no industry standing out. There were no questions on the Checks Issued report.
- 24-1703** Vice Chair Kelly called for Board and Liaison Reports.

Board Chair. Vice Chair Kelly shared Board participation in the community since the last Board meeting which included Texas Music Revolution, Smiles Charity Boots & Bling, SBG Beer Walk, Juneteenth, SERVE McKinney, and the Piada Street Ribbon Cutting. Board Member Booth thanked all the grant applicants for their diligence in preparing their applications and presentations. Board Alternate Lloyd complimented MillHouse on the MuralFest and commented that he participated in the CORE Summit. Treasurer Bradford thanked City Manager Grimes, Assistant City Manager Kim Flom and other staff for planning the Historic Preservation event for City staff and recognizing the significance of the East McKinney's culture and history. She shared appreciation for the excellence of the MuralFest. She thanked Mayor Fuller for the Juneteenth Proclamation and acknowledged those who contributed to the success of the Juneteenth celebration including Trish Yanes, Amy Kinkade, Ryan Mullins, other Parks staff as well as the Juneteenth committee. Treasurer Bradford added her congratulations to the new Mayor Pro Tem, Dr. Geré Feltus and acknowledged Amy Kinkade and Ryan Mullins for an informative joint MCDC/Parks meeting. Secretary Riche stated that the Texas Music Revolution was a very successful event with attendees coming from all over Texas and out of state. He shared appreciation for the Smiles Charity event and added compliments for the Juneteenth celebration. Secretary Riche commented that it is always encouraging to see so many citizens interested in getting involved in the community at the Chamber's annual SERVE McKinney event. Vice Chair Kelly shared accolades regarding the Smiles Charity event and thanked Bruce Mead and Dr. Buchanan for their support for our veterans. He added that the MuralFest was a great event and recognized Board Alternate Lloyd for serving as emcee for the Meet the Artists event. He added congratulatory comments regarding the success of Texas Music Revolution, adding that he was privileged to tend bar

alongside Rick Wells and help raise \$650 for the Seed Project Foundation. Mr. Kelly acknowledged and thanked Chair Richardson-Woods who led the Juneteenth committee and was part of launching the celebration a few years ago. He acknowledged that there are several Leadership McKinney Class of 2025 members attending the meeting today.

City of McKinney. Director of Strategic Services Trevor Minyard stated that the FY25 budget process is well underway and will be presented to Council on August 9. The 2024 Charter Committee has met three times in the last six weeks and will meet one more time before finalizing a recommendation to Council regarding potential changes to the Charter to be added to the November election ballot. Regarding the redevelopment of City-owned property in Downtown, M2G will present to Council at the July 23 Work Session and will host a public input open house on July 29. Council voted to increase the over-65 property tax exemption by \$5,000 and approved a 100% exemption for qualified childcare facilities. Mr. Minyard announced that East Louisiana is now open in both directions. Treasurer Bradford verified the dates of the upcoming M2G meetings and asked for more information about the childcare exemptions. Mr. Minyard explained that Texas State Legislature recently passed a law that allows municipalities to provide up to a 100% exemption for qualified childcare facilities, and on June 25, Council voted to offer that exemption to those that qualify in McKinney. Board Member Wilkes asked if the school district matches the childcare exemptions, and Mr. Minyard said he could research those details and share results.

Visit McKinney. Executive Director Aaron Werner announced his personal excitement to be a member of Leadership McKinney Class of 2025. Visit McKinney team members Alisha Holmberg and Marie Woodard are in College Station graduating with a Tourism Executive

Certification through the Texas Travel Alliance and Beth Shumate is participating as an alumnus. This is traveling season, and hotel occupancy for Fridays and Saturdays has consistently been 91%-92%. For the weekend of May 25-26, occupancy hit an all-time high of 96%. Weekends in McKinney are at capacity with sports, weddings and events. The North Dallas submarket (McKinney, Lewisville, Denton) is the leading hotel development market in Texas with over 1,500 rooms currently under construction. Hotel Denizen plans to be open in October, AC Marriott has started construction, Tru by Hilton is nearing completion and may be open before the end of 2024, the Avid on Highway 75 is also under construction. Board Member Wilkes asked about how many new rooms these hotels will bring. Mr. Werner stated that total number of new rooms is about 400 to 450, which will significantly add to McKinney's current room count of about 1,800. Mr. Werner verified that sports tourism is huge in McKinney, and added that McKinney and our Northern neighbors create a huge wedding hub. Add corporate stays and general leisure travel, and McKinney is close to capacity. Board Member Booth asked for clarification on the locations of the new hotels. AC Marriott is in Craig Ranch along 121 near Independent Bank, Denizen is at District 121, Avid is West of 75 between 380 and Virginia, and Tru by Hilton is just north of the Holiday Inn and Suites on Craig Drive.

McKinney Economic Development Corporation. Director of Business Retention and Work Force Development Madison Clark congratulated all new Leadership McKinney members. She thanked MCDC Board members who participated in the Tek Leaders groundbreaking. Their 30,000 square foot office building, an \$18 million investment, will generate over 100 six-figure jobs in McKinney. The Plug and Play Expo was a great opportunity to showcase McKinney Plug and Play's first cohort of startups to more than 200 attendees from around the country. Ms. Clark invited Board members to check out MEDC's podcast,

McKinney Momentum, which recently highlighted MISD Superintendent Shawn Pratt and McKinney Education Foundation Executive Director Sheila Due. The podcast focuses on the importance of education to the development of McKinney's future workforce. MEDC team members have been traveling and continue to be on the road sharing great things happening in McKinney. Recent event participation included the Plug and Play Summit in Silicon Valley and Collision (a tech startup conference) in Toronto, where the team highlighted the Innovation Fund. Team members are currently at Select USA in Washington DC and Consultant Connect in Canada. President Michael Kowski will join other Texas economic development leaders and Governor Abbott on an economic development mission trip to Japan, Taiwan and North Korea. The next regular Board meeting is July 16.

McKinney Main Street/MPAC. Director Andrew Jones thanked everyone who made Texas Music Revolution a huge success. Donning a trolley conductor hat, Mr. Jones shared his excitement about the new Downtown trolley. A soft launch for its routes starts today, then the trolley will be showcased in the Fourth of July parade, followed by a promotional campaign introducing the trolley which will include creative videos for social media. Trolley hours will be 11:00 a.m. to 7:00 p.m., Thursday through Saturday. Hugs Café Founder Ruth Thompson will be the Grand Marshall for the Fourth of July Parade in Downtown, and MCDC Board Chair Angela Richardson-Woods will emcee the parade alongside community leader John Rattan. The parade will be staged at Finch Park then travel through Downtown. Upcoming events include the SBG Margarita Stroll on July 13 and Downtown Sidewalk Sale on July 27. Additionally, MPAC will host Taylor Ray on July 19, Bette Smith on July 20, followed by MRT's production of Forever Plaid for three weekends starting July 26. The Downtown Classic Car Show will be August 17.

Secretary Riche asked about trolley routes, and Mr. Jones shared that the trolley will have ten or more fixed pick-up and drop-off stops.

McKinney Parks and Recreation. Director Amy Kinkade shared that Summer Parks events have kicked off with camps, aquatics lessons and tournaments. She thanked the Board for their feedback provided at the Joint meeting. She thanked Treasurer Bradford and Chair Richardson-Woods for their leadership with the Juneteenth celebration, adding gratitude to other MCDC members for attending the event. Next week is Red, White and Boom starting at 5:00 p.m. at Gabe Nesbitt Community Park, with a Hall and Oates cover band (The Rich Girls) at 6:00 p.m., pop band Aura at 8:00 p.m., and fireworks show at 9:45 p.m. that is scheduled to run for 18 minutes. Parking will be at Gabe Nesbitt, Apex and Wolford Elementary. National Trail Appreciation at Bonnie Wenk was rained out and has been rescheduled for July 27 from 8:00 to 11:00 a.m.

- 24-1704** Vice Chair Kelly called for the President's Report. President Schneible shared that each Board member has several items at their seat including the Good Neighbor Guide, the Keep McKinney Beautiful Guide and a fact sheet from McKinney Housing Authority. Board members also have a flyer about the Love McKinney Event, a new event hosted by the McKinney Public Library and McKinney Neighborhood Services, to welcome new residents to McKinney and share resource information. The event will be held August 17 starting at 10:00 a.m. at Towne Lake Park. MCDC is sponsoring the event and is planning to be present to share information about MCDC. Ms. Schneible invited Board members to join. She called attention to the report attachments including the status of grants awarded this year, six final reports from grant recipients, and the monthly marketing report. Tomorrow is the application deadline for the third and final Project Grant cycle for this fiscal year, and the final

cycle for Retail Development Infrastructure Grant applications opens July 1. In addition to the City's July 4 events, TUPPS is hosting a post-parade event at their new site. Ms. Schneible reminded everyone that we are in the season of fresh local produce, and she encouraged everyone to visit Farmers Market. She added that voting is now under way for the American Farmland Trust's best local market. McKinney Farmers Market was voted the number one market in Texas for 2023, and she encouraged everyone to vote to keep our market on top.

Vice Chair Kelly shared that the Board will hear fourteen presentations from Promotional Grant applicants. He reminded applicants that they will have five minutes to present which will be followed by an opportunity for the Board to ask questions.

- 24-1705** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by the McKinney Chamber Foundation (PC 24-14) in the amount of \$9,350.00 for the advertising, marketing and promotion of the 2024 Día De Los Muertos Celebration. Teresa Strange, joined by Wendy Kidd, shared a video from the 2023 event which demonstrated the pageantry, colors, entertainment, and historical significance of Dia de los Muertos honoring the lives of those who came before this generation. Ms. Strange shared that the event is orchestrated by an all-volunteer team and draws people from McKinney and many surrounding communities. The event has grown in attendance since its inaugural year, and Mitchell Park is full. Ms. Kidd shared positive comments from their social media followers. She shared a list of sponsors and indicated that at least 90% are repetitive year to year, adding that Downtown merchants also help promote the event by displaying posters, setting up Ofrendas in their stores, and offering specials for the day. New for 2024, the event will be



establishing a scholarship fund for Hispanic students attending educational programs or college. They will be forming a scholarship committee to plan and administer the program. The 2024 event will be October 19 to avoid competing with the Wine and Music Festival. They are requesting \$9,350 for the promotional plan which includes videos, flyers, yard signs, print ads, radio, targeted email campaigns and social media. The goal for 2024 is to bring 5,000 attendees from all over DFW to Downtown McKinney. Secretary Riche verified that they are not expecting huge growth in attendance. Ms. Strange added that while Mitchell Park is crowded, the Downtown merchants love that the event brings so many shoppers. Board Alternate Lloyd asked about how they measure success of their advertising, and Ms. Strange explained that social media metrics indicates huge success with reach and engagement, and Ms. Kidd added that the costume contest draws people from other states. Treasurer Bradford congratulated them on the growth of the event over just a few years. Board Member Wilkes agreed that there is growth opportunity, acknowledging parking and general access as major challenges, and stated that the Board would love to do what it can to expand the attendance.

- 24-1706** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by The Heritage Guild of Collin County (PC 24-15) in the amount of \$15,000.00 for the advertising, marketing and promotion of 2024 Fall and Winter Events at Chestnut Square including but not limited to Farmers Market, Ghostly Hauntings, Murder Mystery, Farm to Table Event, Educational Programming, and Tour of Homes. DeAnna Stone shared a photo of the behind-the-scenes staff and volunteers (including an AEYL intern) who work together to preserve McKinney's history and to educate and bring joy to the community. Chestnut Square's mission is to preserve history, celebrate

community and inspire the future, one day at a time. Chestnut Square celebrated its 50<sup>th</sup> year with a Boogie Wonderland event, and social media efforts for that event reached over 15,000. Social media for Farmers Market reaches over 100,000 with high engagement. Vendors at the market are experiencing sell outs, creating a need to “make it, bake it and grow it” faster. Crediting the impact of social media, Ms. Stone shared that this summer’s Prairie Adventure Camps are nearly sold out, and Ghostly Hauntings were 98% sold out. In collaboration with McKinney Repertory Theatre during their Diary of Anne Frank production, Chestnut Square hosted a conversation with Vince Pankoke, the detective responsible for the cold case investigation. Events for the next two quarters include weekly Farmers Markets featuring some special events including Harvest Picnic Brunch on October 18, Family Fun Fall Market on October 26, and Holidays in the Village on December 14. Other upcoming events include new educational workshops, mystery dinner theatre (in collaboration with MRT), November 2-3, and the Holiday Tour of Homes, December 7-8. Ms. Stone explained that the youth and adult educational opportunities will be a stronger priority going forward with events addressing historical significance and topics including how to preserve an old document, how to preserve food, and learning from our ancestors. A new Settlers Education Series will examine past and present community leaders. Promotional goals include exploring different platforms for advertising, expanding social media presence, and expanding both radio and print opportunities. Ms. Stone shared their marketing budget break-out. She shared that their new “Historified” podcast is capturing both the property and the stories of the past. Board Member Booth asked about their growth in fundraising opportunities and specifically growth in individual donors. Ms. Stone shared that they are focusing on establishing a relatable purpose for each fundraising effort. Ms. Stone highlighted the 50 for 50<sup>th</sup> Campaign,

the new Giving Tree campaign and donations from wedding parties. Secretary Riche asked about event ticket prices. Ms. Stone shared that the early bird special for Holiday Tour kicks off soon and will offer tickets for \$25. Regular price is \$35 which increases to \$40 the week of the event. The Farm-to-Table event is a fundraiser with ticket prices at \$125 and consistently sells out. Board Member Wilkes asked for clarification on the marketing budget, and Ms. Stone shared that some events utilize higher budgets than others, while some are marketed successfully through less expensive or free opportunities. The budget also breaks down amounts per medium (print ad, radio, social media). Ms. Stone stated that they benefit from their social media presence, including their 25,000 Facebook followers. Secretary Riche asked about dollars associated with Farm-To-Table. Ms. Stone explained that those marketing dollars are part of the \$4,530 budget allocation for Farmers Market, because the event promotes all the vendors and chefs. Vice Chair Kelly asked about the podcast, and Ms. Stone stated that they launched the “Historified” podcast in January with hosts Jamie Seibert (Museum Director) and Annie Quinn (Museum Manager). The podcast is available through Apple, Spotify and YouTube. She welcomed the idea of a joint podcast with MCDC.

- 24-1707** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by Texas Women Society (PC 24-16) in the amount of \$13,500.00 for the advertising, marketing and promotion of the 2024 McKinney Lunar Harvest Event. Catherine Chen shared that, based on the success of the McKinney Asian Festival, they have the confidence to create their second event, Lunar Harvest. Two major festivals in Asian culture focus on the moon – the Lunar (Chinese) New Year and the Mid-Autumn Lunar Harvest. The first McKinney Lunar Harvest will be October 12, 2024 in Mitchell Park. The

purpose of the event is to introduce and celebrate the Asian culture and traditions to other groups. Their target attendance for the Asian Festival was 2,000, but attendance was over 5,000. The Asian groups that attended the first festival loved McKinney's Downtown and shared photos and videos to social media, and they fully immersed themselves in Downtown, experiencing the shops, restaurants and wineries. The theme for this event is Silk Road and Lighting, and their attendance goal is 3,000. The target audience is residents of DFW and surrounding areas, including the various Asian American communities. Marketing efforts will include flyers and posters, social media, local newspapers and targeted magazines. Board Member Booth asked if they plan to continue to have two events annually, and Ms. Chen replied that their goal is to host two per year. Board Alternate Lloyd asked about marketing to various cultures, and Ms. Chen shared that their marketing audiences will include both Asian and non-Asian communities. Vice Chair Kelly asked whether they are considering other venues due to the crowd. Ms. Chen shared that they hope to keep the event in Downtown by extending activities beyond Mitchell Park. Additionally, they will focus more on directing traffic to parking for this event. Vice Chair Kelly suggested they consider simultaneous events at Central Park and Heard-Craig Center for the Arts and other nearby locations. Ms. Chen agreed that various venues would be a great change. Board Member Wilkes congratulated them on the initial success of the Asian Festival and encouraged them to find ways to stay in Downtown McKinney. Board Alternate Lloyd added that attendance at the cultural events indicates a desire for cross-cultural engagement by the McKinney community.

- 24-1708** Vice Chair Kelly recused himself from the presentation and discussion on this item. Secretary Riche called for consideration/discussion on Promotional and Community Event Grant Application submitted by

McKinney Rotary Foundation (PC 24-17) in the amount of \$7,500.00 for the advertising, marketing and promotion of the 2024 Parade of Lights. Harold McLeod, joined by Betty Petkovsek and Becky Fortenberry, shared that this is the 25<sup>th</sup> year for the Parade of Lights. The 2023 theme was Christmas Movie Magic and included 105 floats/groups. Estimated attendance was over 30,000, and their profit was just over \$12,000 which is reinvested back into the McKinney community through donations to various nonprofits including Community Garden Kitchen, Community Lifeline Center, Community Health Clinic and Direction 61:3. He emphasized that MCDC's support of the parade makes a huge impact in the community. Marketing plans include yard signs, radio, print ads, posters, banners, and an increased online and social media presence. Secretary Riche asked about the number of anticipated floats/groups for 2024, and Mr. McLeod shared that they have considered limiting the number to 90, acknowledging that is difficult to say no to groups who want to participate. He added that the wine walk was the same day this year, so visitors stayed in the Downtown area through the parade. In 2024, parade staging area will be Finch Park. Board Alternate Lloyd asked about entry fees and plans to encourage variety of types of entries. Mr. McLeod shared the following: \$150 for commercial businesses and politicians, \$90 for nonprofits, and \$25 for cars. Additionally, many organizations will register with a \$500 sponsorship which includes an entry. Mr. McLeod stated that the variety of entries seems to take care of itself. Secretary Riche asked if there was an escalating fee for late registrations, and Mr. McLeod stated that rates remain the same, but there is a published registration deadline. Vice Chair Kelly returned to the dais after the presentation and discussion of this agenda item.

**24-1709** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by McKinney Repertory

Theatre (PC 24-18) in the amount of \$14,265.00 for the advertising, marketing and promotion of the 2024-2025 Show Season Including Multiple Performances of Five Unique Shows. Davina Gazos-Stampfel Executive Director of McKinney's nonprofit community theatre, located at MPAC presented the grant request. Formed in 2003, MRT was the first to perform at MPAC after its renovation in 2006. MRT's mission is to build community through live theater where everyone is welcome whatever their experience level. Annually, they produce five main stage productions and several complimentary programs for cultural education, entertainment, and inspiration. This current season is their 20<sup>th</sup> anniversary, and it has been a record-breaking year. For the 20<sup>th</sup> celebration, they partnered with Kim Guthrie to produce unique anniversary graphics for poster artwork. The current season has included *Clue*, *A Christmas Carol* (record-breaking 2,023 attendees), *Diary of Anne Frank* (free student tickets plus two educational ), *Catch Me If You Can*, and *Forever Plaid* (first dessert theatre). Average show attendance is 174 per show this season, compared to 125 last season, which represents a 28% increase. The goal for the current season was an average of 150 per performance. For *A Christmas Carol*, those numbers are 224 and 214, respectively. MRT shows bring visitors to Downtown McKinney with over 56% of their audiences from surrounding areas (Allen, Fairview, Plano, Anna, Melissa, and Dallas), most shop and/or dine in Downtown before or after the show. The printed season program includes coupons, and Downtown merchants anecdotally shared that they receive more coupons from MRT theatre than any other advertising medium. The upcoming 2024-2025 season will feature *The Game's Afoot* (Sherlock Holmes), *Barefoot in the Park* (Neil Simon), *Deliver Us Mama*, *12 Angry Jurors* (free student tickets), and *A Christmas Carol*. Revenues for the upcoming season are expected to be just under \$141,000 (concessions, grants, ad sales) and expenses are

budgeted at just over \$135,000, for a net of \$3,935. Goals for the upcoming season are to continue to grow MRT's audience by 20% by advertising more to Frisco, Sherman, Richardson, and Dallas residents, and to grow social media presence by 10%. The marketing budget is \$14,265, and includes social media emphasis, print and digital ads, EVVNT, Next Door, posters, brochures, flyers, signs, free community calendars, and direct mail. This averages \$2,853 per show run. Ms. Gazos-Stampfel shared samples of social media and print advertising. Additionally, MRT coordinates exchanges with other theatre groups in the area and with the Comedy Arena. She emphasized that community theatre enriches the lives of citizens while stimulating the economy by supporting local business. Treasurer Bradford asked about the ages of participants and workshops. Ms. Gazos-Stampfel replied that actors range in age from 3 to seniors. While they do not host clinics, they do have an internship program for those who want to act or learn behind-the-scenes jobs. MRT is not an equity partnership, so if a neighboring equity partner chooses a production in MRT's schedule, then MRT may need to change one of those productions. Board Alternate Lloyd asked about maximum seating and how lesser-known productions are promoted. Ms. Gazos-Stampfel shared that the theatre seats 427, but for most shows the maximum is 225-250 due to sight lines in the theater. They have had great success advertising lesser-known shows by promoting them through video and storytelling. A larger percentage of advertising dollars will be dedicated to productions that require an introduction or more information. Board Member Booth asked how acting calls are promoted. Ms. Gazos-Stampfel replied that casting is promoted through online groups including Break Leg Dallas, MRT website, MRT newsletter, MRT social media, and speaking with community groups. Board Member Booth verified with President Schneible that MCDC dollars must be spent on promoting the productions. Secretary Riche

asked for clarification on pricing. Regular shows are \$24.50 for adults, \$21 for seniors, and \$19 for students. Musicals are typically \$27.50, because they are more costly to produce. For the current season, the musical includes dessert, and prices are \$47.50 for the dessert experience and \$27.50 for balcony seats for adults with discounts for youth and seniors. Opening weekend for this year's musical, Forever Plaid, is July 26-27, with a VIP opening night on July 26. Board Member Wilkes asked if they had an explanation (other than marketing) for the increase in attendance. Ms. Gazos-Stampfel shared that regular attendance after COVID averaged 54 per show. With the help of MCDC funding, the next year attendance increased by 158%, adding that they are still working to make residents aware that McKinney has a great local theater group. Ads have been proven to bring visitors from surrounding areas. Their challenge has been reaching the west side of McKinney, and they are focusing on that market.

- 24-1710** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by The Warrior's Keep (PC 24-19) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2024 Veterans Day Event at TUPPS Brewery. Matt Thomas, joined by Mark Sanderson, both U.S. Army Veterans, expressed gratitude for being in a community and city that supports veterans. The Warrior's Keep is a nonprofit organization that believes in the healing power of the outdoors. Their core program is called OATH (Outdoor Adventure Therapy for Heroes) and provides outdoor expeditions including summiting mountain peaks. Founded in 2016, the all-volunteer organization has served over 1,000 veterans through expeditions and certifications, helping veterans manage depression, loneliness and anxiety while establishing camaraderie. The Warrior's Keep volunteers in community events including SBG Hospitality events,



Rotary programs and Fields of Fidelis. This will be the sixth year for their major annual Veterans Day fundraising event at TUPPS, which provides for about 40% of their operating budget. TUPPS supports the event with a special Warrior's Keep Trailhead Brew. He shared photos from past Veteran's Day events. Past events hosted 200-300 attendees with no dollars spent on marketing. Their hope is to expand their audience at the new TUPPS, which can host a much larger group. Branding for the event will be "The" North Texas Veterans Day Celebration. Marketing includes social media with highlight reels, print ads and flyers. They will potentially reach out to SBG Hospitality and/or a local promotional agency to help with advertising and event management. The 2024 event will be Saturday, November 9. Secretary Riche asked about partnering with the Texan Veterans Network. Mr. Thomas shared that they will be working to expand their reach this year by working with the Texas Veterans Network and Combined Arms. Vice Chair Kelly asked about ticket pricing. Mr. Thomas shared that tickets have been free in the past, but they plan to establish ticket pricing this year between \$30-\$50. Vice Chair Kelly explained that MCDC requires that at least one ticket option is under \$35. Mr. Thomas added that most of the funds raised are from sponsorships and auction items. Vice Chair Kelly asked about the specific location at TUPPS, and Mr. Thomas stated that the event will be both indoors and outdoors. Treasurer Bradford asked about specific results from their work. Mr. Sanderson shared a recent success story of a 71-year-old who, with support and encouragement camaraderie and, hiked Wheeler's Peak in New Mexico successfully. He added that there is a direct value in overcoming a large obstacle, but the largest benefit is building community. He added that they are working on recording warrior stories to help tell their story. Treasurer Bradford suggested that marketing include the stories and results. Board Member Wilkes verified that the attendance goal is close to 1,000. Board Member Booth asked

about kids' activities and times of the event. Mr. Thomas stated that they are planning for this year's event to be more of a concert with multiple bands with family-friendly music. He added that the TUPPS kids' play area would also have some vendors and activities. The event will likely be early through late evening.

- 24-1711** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by Art Club of McKinney (PC 24-20) in the amount of \$6,800.00 for the advertising, marketing and promotion of the 2024-2025 Season. 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 133 members with a variety of talents. The all-volunteer organization is overseen by a Board of 11 members and 12 committee leaders. They collaborate with many other McKinney organizations on projects and events, including two new partners (McKinney Public Library and Collin County Master Gardeners). This past year's MCDC grant helped to boost Facebook followers, launch an Instagram presence, and increase attendance and membership. Annual art shows are Art Meets Poetry, Spring Member Show, and Student Art Show. Other collaborative events that the Art Club plans to participate in include two networking events, home and garden tour days, field trips, art tours, McKinney Library summer art program, McKinney Night Markets, Arts in Bloom, A Walk in the Park Art, and The Garden Show. This year, the three art shows will be moving from The Cove to TUPPS to accommodate the increase in participants and attendees. In the new year, they will be making some administrative updates including a move to online registrations. They are requesting \$6,800 for promotions and marketing to include a heavy social media presence along with poster/flyers, cards, photography, videography, and press. Success will be measured by total attendance, attendance from outside of McKinney,

and social media metrics. Board Member Booth asked about increasing their social media presence as events draw near. Ms. Iklé shared that they are forming a more solidified promotional strategy for social media which should result in a heavier presence.

- 24-1712** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by the McKinney Chamber Foundation (PC 24-21) in the amount of \$10,000.00 for the advertising, marketing and promotion of the 2025 Black History Month events in McKinney. Deandra Pritchett shared that the 2025 Black History Month theme will be “Homecoming.” The main goals of Black History Month events are to recognize the local and national contributions of African Americans and to learn about and celebrate Black literature, dance, music, food, fashion, culture, and history. Programs will include an educational lecture series, College Megafest, Signature event, themed party, and event honoring black churches. This year, special priority will be placed on working with other nonprofits for collaborative events with an emphasis on education. The Lecture Series is a collaborative program with the McKinney Chamber of Commerce and the Dallas Black Chamber designed to highlight local leaders, politicians and speakers. Past presenters have included Opal Lee, Ron Kirk, Emmitt Smith, and Cynt Marshall. The College Megafest highlights Historically Black Colleges and Universities, and the program has grown from 300 participants in 2022 to more than 1,500 in 2024, with the expectation for 2025 to reach over 2,000. Due to this exponential growth, the committee is investigating larger potential venues. Additional signature events are an Art Show, Gospel Brunch, and the new Taste of Soul event which will highlight African American cuisine and feature a panel discussion of food industry experts. The theme for this year’s major event is “Homecoming,” and attendees are invited to dress to show

homage to their group (cheer, band, fraternity, etc.). Collaborative events for 2025 include:

- Honoring Historic Churches: A Celebration of Historic Black Churches in McKinney;
- Four-week STEM program in collaboration with Bridge the Gap;
- “Jubilee” BHM program in collaboration with McKinney Public Library;
- Gospel Concert with Harmony of Unity Choir; and
- Black History Month Celebration with the Greater Frisco Chapter of Jack and Jill.

Ms. Pritchett shared that the marketing budget includes website design, interactive calendar and hosting, media and press, digital flyers, social media, print and digital ads, radio, mailers, banners/signs, and digital billboards. Board Member Wilkes asked about the decrease in marketing budget compared to last year. Ms. Pritchett shared that their overall sponsorships have been consistent, adding that some of the program modifications do not require as many promotional dollars.

**24-1713** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by Adriatica Business Association (PC 24-22) in the amount of \$4,000.00 for the advertising, marketing and promotion of the 2024 Events in Adriatica Village. Jennifer Buschman shared that the Adriatica Business Association has 15 active business members with potential growth up to 30. Their mission is to bring commerce and community to McKinney by promoting small business opportunities and events that benefit the community. The Association hosts seven to ten organized community events annually in Adriatica Village. Potential events for 2025 include Run First and Wine Later, Pet Parade, National Bubble Week, Egg-Stravaganza, Go Fly A Kite, Cars & Guitars, International Picnic Day, Touch A Truck, Wine

Walk, Fall Festival, Holiday Market and Toy Drive, Small Business Saturday, and American Red Cross Blood Drive. The largest event this year was the Egg-Stravaganza with over 1,500 attendees. While the goal is to create awareness of businesses in Adriatica, other select local businesses are invited to participate. Marketing strategies include social media, website, email, City calendars, ticketing sites (EventBrite), banners, and posters/flyers. Board Member Booth asked about the programming plans for the Amphitheater. Ms. Buschman shared that events have benefitted from the Amphitheater, but the programming for that space is through the Adriatica Masters Association which is the HOA. Board Member Booth also asked if there are plans to have larger events at Adriatica. Ms. Buschman stated that most of the larger events are organized and managed through third parties, but they do support those events, adding that they are happy to collaborate with any nonprofit that brings an event to Adriatica.

- 24-1714** Vice Chair Kelly called for consideration/ discussion on Promotional and Community Event Grant Application submitted by McKinney Public Library (PC 24-23) in the amount of \$8,478.00 for the advertising, marketing and promotion of 2024 Fall Special Events. Board Member Booth recused herself from the presentation and discussion of this item. Spencer Smith, joined by Kate Wilson and Gary Landeck, shared that a large part of the Library's mission is to provide access to resources and events that educate, inform and entertain. More than 1,300 classes and events are hosted annually, with an increased focus on new larger events. Kate Wilson clarified that any MCDC promotional funds that may be awarded would go to McKinney Library Foundation, not McKinney Public Library. Gary Landeck shared two main goals of library events which are to host cultural events designed to reach new audiences and to provide program experiences that are not easily duplicated elsewhere.

Fall special events include Library Palooza, Fire Safety Day, Diwali, Halloween Haunt, Fall Y'all, Thanks & Giving, Winter Jubilee, Caroling on the Square, and Noon Years Eve. Attendance per event varies with most totaling 800 to 1,300 attendees from McKinney and surrounding areas. Events are held at both library locations. As the programs continue to grow, consideration is being given to outsourcing some of the event management. Kate Wilson stated that they currently do not have a budget for marketing, so they are promoting events via social media and City resources, which primarily reaches current patrons. Their goal is to reach beyond their traditional audiences with a broader promotional reach. Vice Chair Kelly asked about the impact that Hall Library renovations will have on the events identified in the grant request. Mr. Smith reported that they are meeting with the architect in July, design should be complete in late Fall, then construction will take about a year. During construction, Hall will be closed, and larger events will be at the John and Judy Gay Library or will be in the parking lot and side streets of Hall Library. Board Alternate Lloyd asked about the promotional budget allocation, and Ms. Wilson clarified that they plan to spend \$942 per each of the nine events for a total of \$8,478. Mr. Smith added that they are anticipating significant growth. Board Member Booth returned to the dais after the presentation and discussion of the agenda item.

- 24-1715** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by Young Actors Guild of McKinney (PC 24-24) in the amount of \$3,000.00 for the advertising, marketing and promotion of 2024-2025 Season Performances. Eleanor McAlpin, joined by Jacinda Ussery, shared that Young Actors Guild (YAG) was established in 2009 and currently includes more than 80 young actors ages 5-18. The mission is to show young people how important they are whether the contributions they make are on stage,

behind the curtain or as supporters of the arts, and to offer this opportunity to youth. Membership for actors is \$50 per year. YAG is managed by youth members, and every show is produced by youth. Alongside adult mentors, youth select the shows, design and build sets, direct, run lights and sound, create marketing, manage fundraisers, perform, and manage front of house operations. Target members are Collin County families with kids ages 5-18. The target audience for performances includes local businesses, schools, and community organizations. Their goals for 2024-2025 are to increase membership, increase community visibility, increase audience size, continue to represent McKinney as the resident youth theater at MPAC, remain affordable, and continue to uphold their mission. Jacinda Ussery shared their promotional plans including social media (Facebook, Instagram, and Tik Tok), posters, flyers, yard signs, community partnerships (school, local businesses), and booths and performances at local events. She shared that past marketing success has incorporated social media, personal invitation, flyers, and posters. Going forward they plan to make better use of storytelling in marketing materials, maintain and utilize the YAG email lists, and follow-up with attendees after performances. They will measure marketing strategy success through audience growth, new versus returning attendees, social media engagement, ticket sales, merchandise sales, and sponsorships and in-kind donations. YAG is one of the few theatrical platforms for youth in the area, so membership and audiences come from all over the surrounding area, bringing people to Downtown McKinney on performance weekends. Their 2024 season includes *Trap*, *Pride and Prejudice*, *Romeo and Juliet*, and *Charlotte's Web*. Weekend attendance goal per show is 350. Ticket prices are \$15 for general admission and \$12 for seniors and children. They are requesting \$3,000 which represents 71% of their total marketing budget. Board Alternate Lloyd verified that Eleanor McAlpin is the Youth

President, Jacinda Ussery is the Youth Vice President, and Julianna McAlpin is the Adult President. Ms. Ussery added that the Adult Board mentors the Youth Board and handles the organization's finances. Mr. Lloyd asked about workshops and about their relationship with school theater groups. Ms. Ussery shared that they hold workshops every second and fourth Tuesday at MPAC. Ms. McAlpin shared that many of their youth and attendees are in McKinney ISD. She added that they place posters in the schools and have sent email blasts to teachers for some productions, specifically to English and History teachers for *Julius Caesar*. Additionally, they are working to establish relationships with MISD theater teachers, and those teachers have led some of their workshops in the past. Board Member Booth asked if youth direct and produce their shows, and they stated that youth both direct and produce, but most productions are directed by adult volunteers and/or theater teachers. Board Member Booth asked if workshops are open to non-members. Ms. McAlpin stated that they are open to all, adding that children can try two workshops for free then determine if they want to join with the \$50 season membership. Board Alternate Lloyd received clarification that students do not pay additional fees throughout the year, but only the \$50 membership. Ms. Ussery added that one of their unique goals is to be inclusive, so they keep their membership fee low to broaden their diverse participation. Board Member Bradford asked about their relationship with MPAC, and Ms. Ussery stated that YAG is the resident youth theater company at MPAC, adding that they collaborate on some productions and that McKinney Repertory Theatre actors will sometimes lead workshops for YAG.

**24-1716** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by SBG Hospitality (PC 24-25) in the amount of \$15,000.00 for the advertising, marketing and



promotion of the 2024 McKinney Wine and Music Festival. Airesse Gonzales shared that this is the eighth year for the festival, and the new location for the event will be District 121. The mission for this event is to bring together McKinney residents and outside participants who share a passion for live music and wine. The event will be October 12 from noon to 6:00 p.m. The event is being relocated to District 121 because of its beautiful atmosphere and it provides a ready stage with state-of-the-art sound system and screen. In 2023, 83% of festival attendees came from outside of McKinney. In addition to boosting tourism, event goals include creating a fun experience for residents while showcasing McKinney as a unique and music-friendly destination. The event will donate \$2,000 to The Warrior's Keep and Love Life Foundation. Expected attendance is 2,000, with tickets sold for specific time windows. This format proved successful at the District 121 Grand Opening event. The event will host 20 wineries, three bands, fun activations, and photo-ops. Success will be measured by feedback from attendees, sponsors, vendors, and District 121 restaurants throughout the event and the month following. SBG is requesting \$15,000 for marketing to include social media, text blasts, flyers, social influencers, and posters. Board Member Wilkes asked if consideration was given to expanding event hours. Ms. Gonzales shared that previous efforts to extend the event to two days were not successful. Based on their experience, the noon to 6:00 p.m. timeframe has proven successful. Secretary Riche and Board Member Booth verified that people can still attend without a ticket but would not be able to participate in tastings. Secretary Riche received clarification that tickets will be sold for specific two-hour time windows, acknowledging that people may want to stay to listen to the bands which will create a larger crowd. Ms. Gonzales stated that the VIP area may have three-hour window periods. Ms. Gonzales further stated that each ticket window will include just under 600 attendees and attendees will not be served outside of their

ticket window. Board Member Booth asked how the smaller footprint will impact outside vendors, and Ms. Gonzales shared that they will have fewer vendors with the number of wineries decreasing from 28 to 20. It was again verified that non-ticketed attendees are welcome but cannot participate in wine tastings. Vice Chair Kelly shared concerns about the space being too crowded. Treasurer Bradford asked about plans for the VIP tent, and Ms. Gonzales stated that they will sell 150 total VIP tickets. Board Member Wilkes asked about attendees at previous events. Ms. Gonzales stated that while attendance was larger at Towne Lake than is expected at District 121, actual ticket sales are likely to increase. Mr. Wilkes asked if the \$15,000 is necessary with this more established event. Last year's event sold 1,600 tickets. Vice Chair Kelly asked that their marketing messaging include an explanation of the windows clarifying start and cut-off times for wine tastings. Board Member Wilkes verified that few challenges were encountered with the window concept when it was used during the grand opening of District 121. Vice Chair Kelly inquired about the number of events at District 121. Ms. Gonzales shared that this is their second year to program District 121 events. They host four events per month (movies, small concerts, etc.) and a few additional larger events throughout the year. Ms. Gonzales added that District 121 will feature the music front and center. Board Member Booth asked about repeat attendees and food vendors, and Ms. Gonzales indicated she would research those numbers and report back. Regarding food vendors, food partners will be the District 121 restaurants with an option for them to have a table/tent in the park area. Board Member Booth, Secretary Riche and Board Member Wilkes expressed concerns about parking and crowds too large for the space. Board Alternate Lloyd verified that last year's marketing budget was \$20,000, their request to MCDC was \$15,000, and \$10,000 was awarded by MCDC. Board Member Booth asked for a general statement about why they are moving

the event from Towne Lake. Though they love Towne Lake, Ms. Gonzales shared that they have found that the Towne Lake footprint, even after scaling down the festival area, is too big for this event, and guests were not migrating to the music stage to enjoy the full festival. This will be a trial year, and they are hopeful to find a more permanent home for the festival where they can better achieve their goals for the event. Ms. Gonzales recognized the Board's apprehension about crowd management and restated their experience and expertise with time windows. Treasurer Bradford asked if they have information regarding ticket sales for follow-up events that have used the timed windows approach. Ms. Gonzales referred to Frisco Uncorked that realized success with the windows, adding that people rarely stay for the full day at festivals. Vice Chair Kelly expressed his concern about providing alcohol to people over a two-hour period and asking them to leave at the end of their timed window.

- 24-1717** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant Application submitted by Collin County Master Gardeners Association (PC 24-26) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2024 Events at Myers Park including The Garden Show, Plant Sales, A Walk in the Park, and Educational Workshops. Sarah Dodd shared the mission of the organization which is to assist the Texas A&M AgriLife Extension Services in providing research-based information on sustainable horticultural practices and environmental stewardship to residents and visitors to Collin County. Gardeners of all ages, educational groups, residents of Collin County, local businesses and nonprofits are the target audience. All the events are at Myers Park in McKinney. The Garden Show has been the signature event since 2011, and the 2024 event experienced a 25% increase in participants with the help of the MCDC

grant. It is a two-day event, free to the public, and features educational booths, expert speaker sessions, over 60 exhibitors/businesses, and deeply discounted booths for City and nonprofit groups. The 2023 event attracted more than 8,000 attendees, 75% came from outside of McKinney. The Garden Club has hosted "A Walk in the Park" since 2012 which is a three-hour free event showcasing the EarthKind® research gardens at Myers Park. It includes a self-guided tour, Master Gardeners are available for questions and advice, and demonstrations of sustainable gardening. With a \$100 promotional budget, the 2023 event brought more than 350 attendees. It is anticipated that additional promotional funds would bring significantly more awareness and increased attendance. Two plant sales are hosted each year with proceeds going to support the organization. In 2023, their Spring sale welcomed about 1,000 shoppers and the Fall sale welcomed about 350. The Garden Club is requesting \$15,000, which represents 88% of the total marketing budget. Most of the funds will be used on The Garden Show. Promotional strategies include print and digital ads, radio, flyers, influencers, targeted emails, online calendars and press. Ms. Dodd invited Board members to attend the events and sign up for their emails. She expressed thanks for the Board's partnership. Board Member Wilkes encouraged them to consider the general high return on investment with social media, suggesting this should be a major focus of their promotional plans. Ms. Dodd explained that they keep a close eye on ROI with social media and revise their targets accordingly. Secretary Riche suggested they consider reaching out to McKinney Parks Foundation and invite East McKinney Learning Garden volunteers to their events. Ms. Dodd added that there is a Master Gardener working with the East McKinney Learning Garden.

**24-1718** Vice Chair Kelly called for consideration/ discussion on Promotional and Community Event Grant Application submitted by McKinney Main Street (PC 24-27) in the amount of \$13,000.00 for the advertising, marketing and promotion of 2024 Oktoberfest. Board Member Wilkes recused himself from the presentation and discussion of this item. Jakia Brunell shared a promotional reel for Oktoberfest. She shared that McKinney Oktoberfest covers fourteen blocks of Downtown McKinney. The three-day festival will be September 27-29 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 75,000 visitors to shop, dine and explore Downtown. New this year will be a Kinder Corner Area with activities for their youngest guests. In 2023, they sold out of VIP passes, so they are expanding the VIP area which includes exclusive beer, food and entertainment. General access to the event will remain free. Main Street is requesting \$13,000 to support a promotional plan that includes billboards, ads with Dallas Observer and Community Impact, and social media that includes influencer partnerships. The event will also be promoted on HGTV and The Hallmark Channel through ads broadcasting in McKinney, Fairview, Allen and Plano. Success will be measured by vendor surveys, sales tax data, foot traffic, social media and website visits and ticket sales. Ms. Brunell thanked MCDC for ongoing support which has been instrumental in the growth and success of Oktoberfest, adding that they are proud to be place making partners for McKinney. Board Member Wilkes returned to the dais after the presentation and discussion of this agenda item.

Vice Chair Kelly called for public comments regarding matters not on the agenda, and there were none.

There were no additional Board comments.

Vice Chair Kelly recessed the meeting into Executive Session at 11:18 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters included Project 4B20-09 (TUPPS Brewery and Entertainment Destination), Project Vibes, Project Hemispheres, Project 4B24-07 (McKinney Parks Foundation), and Project 4B17-04 (Craig Ranch Resort Hotel).

Vice Chair Kelly reconvened the meeting of McKinney Community Development Corporation back into regular session at 11:50 a.m. There was no action taken after Executive Session.

Vice Chair Kelly called for a motion to adjourn. Board members unanimously approved a motion by Board Member Wilkes, seconded by Secretary Riche, to adjourn. Vice Chair Kelly adjourned the meeting at 11:51 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:\_\_\_\_\_

SIGNED:

\_\_\_\_\_  
ANGELA RICHARDSON-WOODS  
Board Chair  
DAVID KELLY  
Board Vice Chair

ATTEST:

\_\_\_\_\_  
DAVID RICHE  
Board Secretary