

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JUNE 22, 2023

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, June 22, 2023 at 8:00 a.m.

Board Members Present: Vice Chair David Kelly, Secretary Deborah Bradford, Treasurer Kathryn McGill, Board Members Mary Barnes-Tilley, David Riche and Joy Booth, and Board Alternate Jon Dell'Antonia.

Absent: Chair Angela Richardson-Woods.

City Council Present: Councilman Patrick Cloutier.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Accounting Manager Chance Miller, MEDC President Peter Tokar, Director of Parks and Recreation Michael Kowski, Visit McKinney Executive Director Aaron Werner, MPAC Marketing and Development Specialist Jakia Brunell, and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Vice Chair Kelly called the meeting to order at 8:00 a.m. after determining a quorum was present. Pastor Elwaine Johnson, Minister at Throckmorton Street Church of Christ, offered an invocation which was followed by the Pledge of Allegiance.

Vice Chair Kelly called for public comments on non-public hearing agenda items, and there were none.

Vice Chair Kelly called for a motion on consent items. Board members unanimously approved a motion by Secretary Bradford, seconded by Board Member Booth, to approve the following consent items:

23-0480 Minutes of the McKinney Community Development Corporation Meeting of May 25, 2023.

23-0481 Minutes of the McKinney Community Development Potential Projects Subcommittee Meeting of May 24, 2023.

23-0482 Vice Chair Kelly called for the Financial Report. Accounting Manager Chance Miller presented financials for the month of May. Revenues for May were \$2.5 million with \$2 million attributed to sales tax revenue. Total expenses were about \$1.15 million including operating expenses of \$160,000, project expenses of \$84,000, Parks construction expenses of \$400,000, and TUPPS construction of about \$500,000. This yielded a net increase of about \$1.1 million. May represented March sales and showed a true increase of about 4% (with consideration to a 2022 audit collection) over last year with a year-to-date increase of 7.3%. During the same period, Allen had a true increase of 3.8%, Frisco had a decrease of 2%, and Plano had a true increase of just over 7.3%. Mr. Miller reported that retail trade increased 4% over May 2022, which marks five of the last six months producing a 5%-6% increase in retail trade. The utilities industry shows a 39% decrease, which reflects an audit collection in 2022, but the trend from 2021 to 2023 is a consistent growth of 4% to 5%. There were no questions on the checks issued report.

23-0483 Vice Chair Kelly called for Board and Liaison Reports.

City of McKinney. City Manager Paul Grimes shared that City Council has approved zoning for two affordable housing projects, The Remnant and The Palladium. He acknowledged the role that MCDC has played in advancing affordable housing in McKinney. He also acknowledged that some tools City Council has established have proven key to funding housing projects, like the new PFC (Public Facilities Corporation) which is helping to fund The Palladium. Results of the Polco National Community Survey, a true statistical survey, were presented to Council this week. This survey compares McKinney now with its previous years' results. It also compares McKinney to about 500 comparison communities around the country. City Council has voted to increase the

homestead exemption for residents who are over 65 and/or disabled from \$80,000 to \$85,000. Mr. Grimes shared that the FY 24 budget process is underway. The FY 24 budget will be presented to Council in August and adopted in September. He announced that the next Council meeting will be July 18, due to the July 4th holiday. Board Member Booth asked about the status of the roadwork near H-E-B, and Mr. Grimes stated that the roadwork should be complete by mid-July, just prior to the store opening. Board Member Barnes-Tilley asked if our sister cities are part of the Polco survey. Mr. Grimes stated that if they participate in the survey, they are grouped in the data; however, results do not share specific city names but compare similar cities across the United States. Secretary Bradford asked about the status of the Fitzhugh project, and Mr. Grimes explained that Fitzhugh is part of The Remnant project. Vice Chair Kelly asked for clarification about separate zoning cases for The Remnant, and Mr. Grimes explained that the existing zoning on the two properties was different, including some setback issues. Treasurer McGill shared appreciation for the Attainable Housing Task Force hosted by MCDC, and she acknowledged and thanked Assistant City Manager Kim Flom for her research, facilitation, and leadership in those meetings. Visit McKinney. Executive Director Aaron Werner shared that his report now has a link to a virtual data platform that hosts sales and visitor traffic statistics which shows live/current data. May was a big month for visitors to McKinney with the Byron Nelson and other events. Visit McKinney alone booked 1,750 room nights and stuffed 756 welcome bags. Occupancy for May was 79.2%, 9.5% higher than May 2022. Upcoming events include the DCI drumline battle at The Stix on July 24, and the main DCI competition at MISD Stadium on July 25, which will host even more corps than last year. Their team is collaborating with Main Street, Library, Parks, and Communications and Marketing to schedule events surrounding the total solar eclipse on April 18, 2024. They are also

working on a communications plan for guidelines regarding watching the eclipse. Historically, solar events are huge tourism draws, and McKinney is in a total blackout zone. Mr. Werner shared that NCAA bid packets open in July, so McKinney is hoping to keep the D2 Football Championship, and they are working with Michael Kowski towards being considered for other potential D2 or D3 events that fit our Parks facilities including tennis and soccer. He shared that they are building a hotel package for Oktoberfest that will include some new VIP amenities including shuttles and giveaways. Board Member Barnes-Tilley suggested that Collin College professors may be a good resource for educational segments of total eclipse events. Board Member Dell'Antonia asked about the status of the Visit McKinney office remodel. Mr. Werner shared that they have had some challenges including product availability for the retail space and receiving damaged products, but they are hoping for a grand opening later in summer.

McKinney Economic Development Corporation. President Peter Tokar shared that they will be hosting an event in the Fall to celebrate 30 years of MEDC. They are still tabulating data from the Byron Nelson with statistics collected from The Retail Coach, PGA, and Salesmanship Club. He acknowledged that Serve McKinney was a great event. Mr. Tokar shared that McKinney and MEDC were recognized as an Innovation City at the first ever GSV (Global Silicon Valley) Summit at SMU. MEDC has hired a new Project Manager, Mike Wilkes, who will oversee the Innovation Fund. He is a recent Texas A&M graduate and military veteran and has a background in innovation and entrepreneurship. Mr. Tokar shared that the featured speaker of this month's McKinney Momentum Podcast is MCDC Board Chair Angela Richardson-Woods. He added his appreciation for the partnership with MCDC.

McKinney Main Street/MPAC. Marketing and Development Specialist Jakia Brunell shared that Executive Director Andrew Jones is attending a conference with the new Downtown Development Manager, Graham Myers. On behalf of Mr. Jones, Ms. Brunell thanked all who helped with the Juneteenth Celebration including Gregory Hearnese, Lara Marsh and Heidi Weiss. She announced that Arts Commission season support grants are open. Their goal is to support arts programs in McKinney. Upcoming Downtown events include Cold Coffee Crawl this Saturday, Classics on the Square with Morning Maniacs on June 30, and Kelly Willis at MPAC on June 30. July 4th is the Red White and Boom Hometown Parade, Yankee Doodle Party, and Runway Rockstars. New to Downtown, in collaboration with Chestnut Square, are McKinney Night Markets from July 6 through August 24. Other events include SBG Margarita Stroll on July 8, the Derailers at MPAC on July 21, MRT's Murder on Orient Express July 28-29 and August 5-6, Classics on the Square on July 29, and the Downtown Sidewalk Sale on July 29.

McKinney Parks and Recreation. Director Michael Kowski announced that fireworks will be at Gabe Nesbitt Park on July 3 this year due to construction at Craig Ranch. Family events start at 6:00 p.m. with fireworks at 9:45 p.m. July will host several special events including the grand re-opening for Mary Will Craig Park, opening celebration for Indoor Tennis facility, movies in the park, and a trails appreciation event. Board Member Riche asked if the Apex Centre pool will be open to watch fireworks again this year, and Mr. Kowski stated that Apex will be closing early to free up parking for the fireworks, so the pool will not be open this year. Vice Chair Kelly shared appreciation for the Parks update and conversation during the regular Parks meeting, and he has a new appreciation for how the Parks department works with leagues to expand offerings available for McKinney residents. Board Member Booth commented on how beautiful the new Indoor Tennis facility is.

TUPPS Subcommittee. Vice Chair Kelly stated that there would be no report today, but work continues on the project.

Board. Vice Chair Kelly shared that Board members have been busy in the community participating in events including MillHouse MuralFest, SBG Beer Walk, wall-raising for Habitat's 100th home in McKinney, Serve McKinney, Juneteenth, Jammin' in June, and Tacos with Cops. He thanked Board members for showing up in the community and especially for representing MCDC at Serve McKinney. Board Member Riche stated that HUB 121 hosted a great concert with Maylee Thomas Band this past Friday. He was glad to be part of the 100th Habitat home event. Additionally, Mr. Riche thanked the Habitat team for providing roof repairs when a resident recently had issues when a neighbor's tree fell on her home. He acknowledged City Secretary Empress Drane and Councilwoman Feltus for their work in making Juneteenth another great event and thanked Matt Hamilton for stepping up to help when a backup generator was needed. Treasurer McGill congratulated all involved on another great Serve McKinney event. She expressed appreciation for the event hosted by Chamber to meet the new MISD superintendent. Board Member Dell'Antonia complimented the Parks department on their Jammin' in June concerts and shared that he attended Serve McKinney and the superintendent events. Vice Chair Kelly added that several Board members also attended the Smiles Charity event on Memorial Day weekend which honors veterans and supports veteran housing. He thanked Bruce Mead for hosting the event, adding that funds were raised to pay off the mortgage of two veterans. Secretary Bradford expressed appreciation for the opportunity to attend the reception honoring Shawn Pratt as new MISD Superintendent.

23-0484 Vice Chair Kelly called for the President's Report. President Cindy Schneible encouraged Board members to review all attached reports

including final reports from three grant recipients with great information about their projects and events and that provide the information the Board is asking to see. She congratulated Jaymie Pedigo on the completion of the Bevel House project which will facilitate expansion of their wedding business. Regarding The Remnant, a performance agreement will be executed this week, and Ms. Schneible reminded the Board that their closing date is July 17, so there will be an update at the July board meeting. Project grant applications are due June 30, and the Retail Development Infrastructure Grant application period will be open July 1-31, with presentations in August. The Board will consider the draft MCDC budget and the proposed Parks projects for the \$5.5 million allocation to Parks and Rec at the July meeting. Ms. Schneible thanked the Board for their full participation at Serve McKinney and shared appreciation for the amount of time Board members dedicate to representing MCDC in the community, acknowledging their commitment extends far beyond monthly meetings.

Vice Chair Kelly stated that the Board will hear from Promotional Grant applicants today. He reminded applicants that they will each have five minutes to present, then the Board will have time for questions and comments after each presentation. Board will take action on these requests at the July 27 meeting.

- 23-0485** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant application submitted by The Heritage Guild of Collin County (PC 23-14) in the amount of \$13,750 for the advertising, marketing and promotion of 2023 Summer and Fall events including but not limited to Farmers Market, Legends of McKinney Hauntings, Murder Mystery, Bar Wars and Tour of Homes. Executive Director Jaymie Pedigo announced that 2024 marks the 50th year of the Heritage Guild,

but 2023 marks the 50th Holiday Tour of Homes. She invited Board members to a 70's party on January 20, 2024 to celebrate their founding in 1974. Heritage Guild is requesting \$13,750 for events at Chestnut Square and in the community, which is 75% of their total advertising budget. Changes for 2023 include the addition of Night Markets in partnership with Main Street and two weekends with two sets of homes for the Holiday Tour this year. Tickets for the tour are half price in July. Advertising plans include Community Impact, Star Local Media, Fairview Town News, Edible Dallas Fort Worth, Stroll Eldorado (N2 Publishing), event videos, signage, social media, and print materials. Events to be promoted through grant dollars include farmers markets, educational programs, ghostly hauntings, Murder Mystery, Ghost Walk, Holiday Home Tours, and Bar Wars. Ms. Pedigo shared that they are now working with a professional firm to design promotional materials, update their brand, and plan social media campaigns. Ms. Pedigo shared a video promoting the historical significance of Chestnut Square and promoting their contribution to McKinney. Vice Chair Kelly commented that he knows Chestnut Square's Prairie Camp is a highlight of the summer for many, and Jaymie stated that five of the eight sessions are already sold out. Board Member Booth asked if the advertising firm will provide counsel regarding where they should advertise to maximize the benefit of their budget, and Ms. Pedigo stated that the firm will be collecting data through QR codes to measure success of various sources.

- 23-0486** Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Lacrosse Club (PC #23-15) in the amount of \$3,100.00 for the advertising, marketing and promotion of the 2023 Fall Turlaxin' Tournament. Frederick Nickens stated that lacrosse is the fastest growing sport in America. The McKinney Club was formed in

2005, and they have hosted the Turlaxin' Tournament since 2012. This annual tournament is held the last three weekends of October, which is generally considered the developmental season for lacrosse with Spring being the competitive season. The goal for the grant request is to promote the tournament more broadly throughout the nation, especially the East coast. The Turlaxin' typically brings in over 150 teams and 3,000 participants plus spectators from as far west as California, but they hope to attract teams from the East Coast. Mr. Nickens shared that the Sheraton McKinney picked up 26 rooms during last year's tournament, and the growth of the tournament will impact tourism positively. Advertising plans include US Club Lacrosse, USA Lacrosse, USA Lacrosse Texas, and Google. These national media sources will provide national exposure for McKinney. Board Member Riche asked what they hope to increase their participation to, and Mr. Nickens shared that the tournament can host as many as 200 teams. He added that this is a sanctioned and nationally-recognized event by USA Lacrosse. Future goals include hosting national tournaments in McKinney. Board Member Riche asked what they gained with MCDC's 2022 grant, and Mr. Nickens stated that they grew by five teams in 2022. Vice Chair Kelly asked about the lack of school district participation in the sport, and Mr. Nickens explained that lacrosse is not a UIL sport in Texas, so youth must play through private clubs. Treasurer McGill asked about private school teams, and Mr. Nickens shared that many private schools like St. Mark's and Hockaday have robust lacrosse programs. He acknowledged that it can be challenging because districts are invested in their football and other UIL programs.

23-0487 Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Repertory Theatre (PC 23-16) in the amount of \$14,990.98 for the advertising,

marketing and promotion of the 2023-2024 Show Season including twenty-two performances of five unique shows. Executive Director Davina Gazos Stampfel shared that MRT, McKinney's official theatre group, is a nonprofit community theatre and a resident company at MPAC. Their mission is to present live theatre, and they produce five mainstage shows per season. These shows attract visitors to Downtown McKinney and bring patrons to the shops and restaurants. The current season has been very successful with the help of MCDC's grant. She reminded Board members that they were struggling to bring patrons back to the theatre post-Covid, and attendance had been well below 2019 levels. The 2022 season included Dracula, which topped the opening weekend numbers for any MRT show in October ever. A Christmas Carol broke their record for best attended show in their history. She added that they donate two performances of this show to the Juvenile Detention Center. Farndale broke their attendance for February shows. The season concludes with Neil Simon's Rumors and Murder on the Orient Express. In addition to these productions, MRT partners with Chestnut Square on two Murder Mystery fundraisers that benefit both organizations. Average attendance for the 2021-22 season was 54 per show with 161 for A Christmas Carol. Those numbers increased to 125 and 214 respectively for the 2022-23 season. The MCDC grant allowed MRT to reach new markets and remind previous patrons that their performances are ongoing. This upcoming season will be their 20th anniversary, and they are collaborating with a local artist (Kim Guthrie) to create artwork for the 20th anniversary show posters. Their hope is that the collaboration will highlight local McKinney artists and feature McKinney as a cultural arts leader in North Texas. Shows include Clue, Diary of Anne Frank, Steel Magnolias, Forever Plaid, and of course, A Christmas Carol. Their goal is to grow their audiences by 10%. Their advertising plan includes social media, online and print media (McKinney

Senior Resources Guide, McKinney Map, City LifeStyle, Community Impact), posters, postcards, signs, and Every Door direct mailing to promote their five shows individually as well as season tickets. Ms. Stampfel shared examples of promotional materials and ads from the 2022-23 season. She invited Board members to come see Murder on the Orient Express July 28-29, August 5 & 6, and August 11 & 12. Treasurer McGill thanked Ms. Stampfel for her presentation and for the data regarding how the MCDC grant impacted their goals.

- 23-0488** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant application submitted by Art Club of McKinney (PC 23-17) in the amount of \$4,200.00 for the advertising, marketing and promotion of the 2023-24 Season. Immediate Past President Beth Mortensen introduced current President Kathryn Ikle. Ms. Mortensen shared that the Art Club of McKinney is a nonprofit art support organization that is not engaged in trying to sell art. As such, they look for opportunities to collaborate with art related organizations in McKinney through events including Arts in Bloom, Art Meets Fashion and Art Meets Floral. They are primarily interested in art education, access to art and the promotion of arts in McKinney. Their mission is to elevate the art standards of the community by education through the various projects of the club and programs sponsored or presented by the club. The club was founded in 1914 and is the oldest art club in Texas. Ms. Mortensen shared that they have been reviving the club over the last couple of years, and they have increased their membership by about 25% to 30%. New members include younger artists and artists with varied artistic platforms. She stated that most promotion in the past has been paid by individual club members. With promotional support from MCDC, they hope to reach a broader audience. The Art Club hosts several shows throughout the year. Shows are held in The Cove and at Heard-Craig

Center, bringing visitors to the Downtown area. The Student Show is October 27-28 and offers student artists the opportunity to showcase their work and gain show experience. The 2022 Student Show held 91 pieces from MISD high schools, Ovation, Imagine, Cornerstone Christian and home-school. This show welcomed 182 visitors. Art Meets Poetry will be February 5-6, 2024 and is a collaborative event with McKinney's Mockingbird Poetry Society that was introduced in 2021. The 2023 show held 38 pairings and attracted 200 visitors from all over the greater DFW area. The Member Art Show will be March 17-18, 2024, and provides an opportunity for McKinney Art Club members to display their work. Art forms are varied and include photography and 3-D art. The 2023 show held 75 works and welcomed 177 visitors. Ms. Mortensen shared photos from the three shows. Board Member Riche asked about specific advertising plans. Ms. Mortensen shared that they will continue to rely on every free avenue available. With MCDC funds, they will utilize Community Impact, Facebook and Instagram ads, sidewalk signs, posters, invitations cards to other art organizations and banners.

- 23-0489** Vice Chair Kelly recused himself from the dais during presentation and discussion of this agenda item. Secretary Bradford called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Rotary Foundation (PC 23-18) in the amount of \$7,500.00 for the advertising, marketing and promotion of the 2023 Parade of Lights. Harold McLeod thanked the Board for past support. The 2022 parade was postponed to a Thursday due to weather, and attendance was just over 13,000, a significant decrease to their normal draw. They had registered 81 floats, but the change of date left only 42 available. He reminded Board members that the impact of the parade is year-round, with many first-time visitors to Downtown returning throughout the year for shopping and dining. The theme for the 2023

parade is not confirmed yet. Promotional plans include increasing online and social media presence. In 2022, they focused promotional funds more on digital opportunities, and they saw traffic to their website increase. They will continue with more traditional media including radio, Community Impact and Courier Gazette, posters, yard signs, and banners at MPAC. Mr. McLeod shared examples of past promotions. Board Member Booth asked about parade expenses beyond marketing. Mr. McLeod stated that most of the efforts are volunteer, but total budget is \$11,000 to \$12,000. Expenses like security and safety are covered by the club, and other expenses are covered through sponsorships. Vice Chair Kelly rejoined the dais following presentation and discussion of this agenda item.

- 23-0490** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant application submitted by Odysseus Chamber Orchestra (dba McKinney Philharmonic Orchestra) (PC 23-19) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2023-24 Concert Season including ten performances. Jason Lim shared that the orchestra is now considered a leading orchestra in North Texas, and they are receiving over 100 applicants from musicians every year. The 2023-2024 season will have eight full concerts to include three community concerts, two pops concerts, and three classical concerts, plus two chamber music concerts. The season will include Summer Evening on September 2, Mozart's Requiem in collaboration with Dallas Philharmonic Choir on September 30, Halloween Concert featuring Disney and video game music, All Star Christmas Concert on December 2, Music of Ella Fitzgerald on March 2 (celebrating Black History Month and Women's History Month), Symphony of Lights on April 6 (a fusion of North and South Indian music), Music of John Williams on May 4, The Planets on May 25 (side-by-side with youth orchestra), and two chamber

music concerts on September 10, 2023, and February 10, 2024. Marketing plans include Google ads, Facebook ads, radio, and Community Impact. Mr. Lim shared examples of past promotions. Secretary Bradford and Board Member Barnes-Tilley shared appreciation for the diverse selections for the season. Board Member Dell'Antonia asked if there is a limit on the size of the orchestra. Mr. Lim stated that the size of the orchestra is dependent on budget. The orchestra current has 50 to 55 musicians, but Mr. Lim hopes to grow the string section when budget allows. Vice Chair Kelly asked about performance locations. Mr. Lim shared that most performances are at McKinney Boyd, but they will sometimes perform elsewhere in MISD if Boyd is not available. He shared that they have outgrown Church Street and MPAC. Treasurer McGill expressed appreciation for the talent and quality of performances and encouraged everyone to attend a performance. Board Member Riche asked about attendance numbers, and Mr. Lim stated that shows bring an audience between 200 and 700, depending on the show. Boyd can hold just over 1,000. Board Member Booth verified the date of the Halloween concert as October 28. She asked if the orchestra hosts outreach events for students, and Mr. Lim responded they host a week-long tour of concerts at local schools.

- 23-0491** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Chamber Foundation (PC 23-20) in the amount of \$9,000.00 for the advertising, marketing and promotion of the 2023 Día De Los Muertos Celebration. Theresa Strange Johnston, joined by Wendy Kidd, thanked the Board for their partnership and for welcoming the event to McKinney. She shared that support is widespread among Downtown merchants with many merchants displaying posters and other themed displays. Attendance has doubled each year thanks to the promotional grant from MCDC, and

the goal for 2024 is 7,500. The event draws visitors from all over the metroplex. Marketing plans include video, Community Impact, Al Dia, radio, increased social media ads, increased number of yard signs, and speaking engagements. New to this year's promotional plan will be an email campaign. The event is filled with color, entertainment, and elaborate costumes. Board Member Riche asked if the event will be the same weekend as the Wine and Music Festival again this year. Ms. Strange Johnston stated that is the same weekend, but that attendance is not negatively impacted for either event.

23-0492 Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Main Street (PC 23-21) in the amount of \$13,500.00 for the advertising, marketing and promotion of 2023 Oktoberfest and 2023 Home for the Holidays Events. Jakia Brunell opened with the idea of potentially offering a shuttle between the Dia de los Muertos and Wine and Music Festival. Ms. Brunell shared that Downtown McKinney welcomed more than 6.3 million visitors in 2022. Popularity of the district is due in part to their signature events, Oktoberfest and Home for the Holidays: A McKinney Christmas. McKinney's Oktoberfest is considered one of the most authentic Oktoberfest celebrations in North Texas and brings more than 78,000 visitors to Downtown. Home for the Holidays welcomes more than 60,000 visitors. Main Street's goal with these events is to showcase the picturesque Downtown with its unique shopping, dining and entertainment experiences. With over 120 small businesses, 21 pieces of public art, the only courtroom turned theatre in the country, and home to Benji, Downtown McKinney is truly a premier amusement destination. They are requesting \$13,500 for promotions of which \$8,000 will be allocated to Oktoberfest and \$5,500 to Home for the Holidays. The marketing plan includes a Guide wrap in the Dallas Morning News, ads

in Community Impact, influencer partnerships, and targeted promoted social media posts. Success will be measured by vendor surveys, merchant surveys, sales tax data, social media engagement, website visits and attendance. Oktoberfest will be September 22-24, and Home for the Holidays will be November 24-26. Ms. Brunell thanked Board members for their past support and acknowledged that the grant support has helped shape Downtown McKinney as a popular visitor destination. Board Member Riche shared appreciation for the new digital payments at events. Treasurer McGill complimented the Main Street team for their year-round dedication, entrepreneurial spirit, and strategic marketing. Board Member Dell'Antonia asked about the new credit card system. Ms. Brunell shared that they provide a POS app for all vendors, and this payment option has been welcomed and has simplified the sales process.

- 23-0493** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant application submitted by Texas Cellos (PC 23-22) in the amount of \$15,000.00 for the advertising, marketing and promotion of 2023-2024 performances associated with three summer intensive programs. Joseph Kuipers shared that Texas Cellos started during the pandemic to better engage young students. He began by coordinating a small cello choir (student fees were \$300) and established socially distanced performances at The Cotton Mill. As the pandemic ended, they began summer intensives for musicians, and they currently host three summer intensives. Additionally, they bring in internationally known musicians for performances. They chose McKinney for their concerts to create a more casual atmosphere offered at The Cotton Mill and The Flour Mill. Additionally, McKinney is less than 45 minutes from the major metroplex areas. Thus far, Texas Cellos has performed sixteen concerts for more than 4,800 ticketed patrons. Their initial budget was

originally \$10,000 and is now \$80,000, with about \$25,000 being spent on advertising over the course of the first 16 concerts. Vice Chair Kelly asked about location and ticket prices for events in the upcoming season, and Mr. Kuipers shared that the institutes will be at MPAC, and performances will be at the Flour Mill. Ticket prices range from \$30 to \$35. Treasurer McGill asked about their major operating expenses. Mr. Kuipers explained that the main expenses are musicians, venues, recordings, and advertising. Board Member Dell'Antonia asked where they generally promote. Mr. Kuipers shared that they use radio and online marketing, and they have been featured on ABC and CBS. Their goal going forward is to add more print advertising to their campaign. Board Member Barnes-Tilley asked about their specific marketing plans, and Mr. Kuipers shared that he can provide what has been done in the past as well as some plans for the upcoming season. Board Member Booth asked about who performs in the concerts and how many total concerts are in the season. Mr. Kuipers stated that both high level students and faculty perform at the concerts. He added that each intensive has three concerts, one on the front end and two concerts on the final day. Additionally, they hold a Nordic Christmas Concert with an audience sing-along. Vice Chair Kelly emphasized that the Board will need to see a specific marketing plan for the grant request.

- 23-0494** Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant application submitted by Collin County Master Gardeners Association (PC 23-23) in the amount of \$10,040.00 for the advertising, marketing and promotion of the 2024 Garden Show. Cheryl Long thanked the Board for their support for the 2023 show. The 2023 show hosted 53 vendors, including six cities, twelve Master Gardener educational booths, seven speakers, and ten nonprofits plus Hugs Café who was their food provider. They were able to donate \$5,855 to

Community Garden Kitchen due to the generosity of their 6,000 guests. Thanks to the MCDC grant, they were able to increase attendance over 2022 by 14%. More than 60% of the guests were from outside of McKinney, mostly from surrounding cities. She added that attendance may have been negatively impacted by the unusually cold weather and by the fact that two Texas teams were playing in the NCAA basketball tournament. The 2024 Garden Show will be March 16 and 17 at the Show Barn at Myers Park. The Garden Show offers hands-on activities for kids of all ages. Educational booths teach about sustainable gardening in a fun way. Most vendors are local small businesses from Collin County. The show features speakers who share helpful information about trees, turf, drought-proofing, native plants and other topics. This year, they honored Neil and Lynne Sperry with an Honorary Master Gardeners membership. Marketing plans include print advertising in publications that have proven successful, radio, news releases, increased social media ads, adding NextDoor ads, flyers, and targeted direct mail. Ms. Long stated that they are excited to have two new communications chairs who are both professionals in nonprofit community outreach. Ms. Long announced that Collin County Master Gardeners, with a membership of over 400, was recently named as Most Outstanding of all large master gardener associations in Texas. This recognition was given by the Texas Master Gardener Association. Board Member Booth asked about audit findings regarding fund management. President Jenny Nelson shared that their finance team is diligent in their audits. Ms. Booth also asked if they thought the St. Patrick's Day date would negatively impact attendance. Ms. Nelson shared that their date is chosen based on Myers Park availability, but they did not believe it would impact attendance. Board Member Dell'Antonia asked about a perception in a decrease in number of vendors. Ms. Long shared that they did have to rearrange some at the last minute in 2023 when one of

their larger vendors had to pull out, but they are generally full and do not have trouble registering vendors.

23-0495 Vice Chair Kelly called for consideration/discussion on Promotional and Community Event Grant application submitted by SBG Hospitality (PC 23-24) in the amount of \$10,000.00 for the advertising, marketing and promotion of the 2023 McKinney Wine and Music Festival. Andrew Stephan shared that the 2024 Wine and Music Festival will be presented by H-E-B on October 14 from noon to 5:00 p.m. at Towne Lake Park. The event features local musicians, wine tastings, a VIP tent experience, grape stomping, and shopping at vendor tents featuring over 100 local small business owners. As presenting sponsor, H-E-B will host a culinary experience tent for guests to taste cuisine and wine pairings. Expected attendance for the event is 6,500. General admission is free and ticketed options include \$35 for a wine tasting pass, \$45 for a wine tasting with H-E-B culinary experience tent pass, and an \$85 VIP pass. Though not a charity event, SBG does donate to local nonprofits. In 2022, the event donated \$4,000. The goal for 2023 is \$5,000, with Love Life Foundation receiving \$1 from every pass sold and Warrior's Keep receiving 100% of the grape stomping competition fees. The goal is to create an annual event that promotes McKinney businesses, showcases McKinney as a fun destination, and attracts visitors to McKinney. The marketing plan includes social media, public relations and digital advertising. Mr. Stephan shared that their social media for this event receives over 10 million impressions which brings tourism and hotel stays to McKinney.

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

Vice Chair Kelly thanked Board Alternate Jon Dell'Antonia for joining at the dais today.

Vice Chair Kelly recessed the meeting into Executive Session at 10:05 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters include Project 4B 23-08 (McKinney Housing Authority - The Remnant), Project 4B 23-09 (McKinney Virginia Parkway - Palladium), Project 4B 20-09 (TUPPS Brewery and Entertainment Destination), Project 4B 17-04 (Craig Ranch Resort Hotel) and Project Bluesky.

Vice Chair Kelly reconvened the meeting of McKinney Community Development Corporation back into regular session at 11:14 a.m.

Vice Chair Kelly called for a motion to adjourn. Board members unanimously approved a motion by Board Member Dell'Antonia, seconded by Board Member Riche, to adjourn. Vice Chair Kelly adjourned the meeting at 11:14 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:_____

ANGELA RICHARDSON-WOODS
Chairman

DEBORAH BRADFORD
Secretary