

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

APRIL 24, 2025

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Thursday, April 24 at 8:00 a.m.

Board Members Present: Chair Angela Richardson-Woods, Vice Chair David Riche, Secretary Deborah Bradford, Treasurer Chris Wilkes, and Board Member AJ Micheletto. Board Alternate Markus Lloyd was present and seated at the dais for the meeting.

Absent: Board Members David Kelly and Joy Booth.

City Council Present: Mayor George Fuller.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Assistant Director of Finance Chance Miller, Director of Parks and Recreation Amy Kinkade, Visit McKinney Executive Director Aaron Werner, Director of Cultural District Andrew Jones, Parks Planning and Development Manager Jenny Baker, Parks Planning Manager Jill Yount, Audio Visual Technician Joshua Arias, MCDC Grant Program and Marketing Manager Linda Jones, and MCDC Administrative and Marketing Coordinator Anahi Alvarez.

There were several guests present.

Chair Richardson-Woods called the meeting to order at 8:02 a.m. after determining a quorum was present. Pastor Elwaine Johnson of Throckmorton Street Church of Christ offered an invocation which was followed by the Pledge of Allegiance.

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

25-2679 Chair Richardson-Woods called for the Salesmanship Club to provide an update on the CJ Cup Byron Nelson. Salesmanship Club of Dallas Member Chris Peck thanked MCDC for the opportunity to share updates about the tournament. Players this year include Dallas locals Scottie Scheffler and Jordan Spieth. He shared that the course is in great shape. May is Mental Health Awareness Month, and they are asking everyone to wear green on Saturday during the tournament. The merchandise tent will feature 14 different brands. CJ brands has an activation space this year (House of CJ) which will introduce their company and offer a variety of products. A new VIP package called 1968 will give fans access to multiple venues and create a premium experience. Mr. Peck shared that TPC Craig Ranch will undergo \$20 million in course redesign at the completion of this year's tournament. The goal for course owner, Invited, is to create a premier PGA Tour event. The partnership between Salesmanship Club of Dallas, Invited and PGA Tour will be extended. The tournament has benefited the Momentous Institute for 55 years. The Momentous Institute is a learning laboratory that focuses on emotional and mental health for families. The curriculum is used in five countries and in more than 24 school districts across Texas. Momentus Institute's goal is to reach more than one million children by 2031. Mr. Peck thanked

the City for their involvement and support. Director of Community Engagement Lexi Okeke shared they recruit over 1,200 volunteers each year from across North Texas. About 80% of the volunteers come from McKinney and nearby cities. She thanked MCDC for their ongoing partnership.

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

- 25-2680** Minutes of the McKinney Community Development Corporation Meeting of March 27, 2025.
- 25-2681** Minutes of the McKinney Community Development Corporation Finance Subcommittee Meeting of March 17, 2025.
- 25-2682** Minutes of the McKinney Community Development Corporation Retail Development Infrastructure Subcommittee Meeting of March 17, 2025.
- 25-2683** Chair Richardson-Woods called for the Financial Report. Assistant Director of Finance Chance Miller presented the March financials. Revenues were \$2.2 million, primarily from sales tax. Expenses were just under \$2.2 million, including \$2 million in project expenses. Regarding sales tax, March numbers apply to January. McKinney saw a decrease of 1% compared to an 11% decrease for Allen, a 31.5% increase for

Plano, and a 1.9% increase for Frisco. McKinney's year-to-date increase is 4%. Mr. Miller added that the retail trade industry is still up 7%. He shared a 40% decrease in 12 Minor Categories, including Administrative Support/Waste Management/Remediation. The overall decrease in sales tax is likely due to comptroller corrections from a company reallocating to another city. Mr. Miller shared that they are closely monitoring sales tax trends and will make predictive FY26 budget recommendations accordingly. Treasurer Wilkes asked for clarification regarding the retail trade industry numbers, and Mr. Miller responded that he would have more information next month.

- 25-2684** Chair Richardson-Woods called for Board and Liaison Reports.
- Board Chair. Chair Richardson-Woods complimented and thanked staff, as well as the Mayor and City leadership, and acknowledged the success of the City Hall and East McKinney Learning Garden ribbon-cuttings. She thanked the Mayor and City leadership. Vice Chair Riche recognized President Cindy Schneible's 15 year anniversary with MCDC. President Schneible stated that it is a privilege to work for MCDC and thanked the Board. Mayor Fuller noted he was on the hiring committee for President Schneible and congratulated her on her accomplishments. Chair Richardson-Woods thanked President Schneible for her leadership.

City of McKinney. City Manager Paul Grimes congratulated President Schneible on her tenure with MCDC and. highlighted her contributions to the City's leadership team. He thanked MCDC for their collaborative efforts involving the City Hall and City Hall Plaza projects. Mr. Grimes congratulated the Building Inspections Department for being recognized for improving their ISO rating to level 2 for both residential and commercial inspections, placing McKinney in the top 2% of cities in Texas. Mr. Grimes mentioned the upcoming CJ Cup Byron Nelson tournament. He shared that McKinney has achieved Gold Star status in Keep America Beautiful for their Keep McKinney Beautiful program. He shared appreciation for the Environmental Services Division for its community and school education efforts. Mr. Grimes recognized the Housing and Community Development Department for National Community Development Week. Regarding the upcoming budget season, Mr. Grimes shared that staff will be monitoring sales tax trends and will prepare a conservative revenue budget for FY26..

Visit McKinney. Executive Director Aaron Werner congratulated President Schneible on 15 years with MCDC. He announced that TUPPS Brewery will host the Chupacabras official team gear reveal, a celebratory event where season ticket holders can pick up their jerseys. Visit McKinney is the team's travel gear sponsor. Mr. Werner shared the success of the International Girls Cup of McKinney, which hosted

international teams and boosted hotel occupancy. He thanked the Parks and Recreation team for their collaboration on the tournament. Mr. Werner expressed excitement for the CJ Cup Byron Nelson. This year's City activation space will feature a larger footprint located on the 17th hole. The booth will feature a McKinney Experience, including Cannon Beach, TUPPS, Sunset Amphitheater, the Chupacabras, Oktoberfest, and a 10-foot LED screen displaying the tournament and McKinney-themed commercials.

McKinney Main Street/MPAC. Director of Cultural District Andrew Jones expressed appreciation for President Schneible's leadership and partnership. He thanked the Board for supporting Arts in Bloom, which was a successful event. Upcoming events include Empty Bowls tonight, Young Actors Guild presents Romeo and Juliet on April 25-26, MRT presents Deliver us From Mama on May 2-10, Election Night on the Square on May 3, Girls Night Out on May 22, Dailey and Vicent on May 24, the McKinney Dance band's salute to Quincy Jones on May 30, and Texas Music Revolution on June 6-7. He announced the launch of Art in the Hall at City Hall, featuring local artists on the first and second floors. There will be a birding tour with life-sized bird murals by Andrea Holmes, where participants can visit local businesses, hunt for the bird art, and collect stickers. Construction on the roundabout will begin in mid-May.

McKinney Parks and Recreation. Director of Parks Amy Kinkade extended congratulations to President Schneible. She shared that the City hosted a successful International Girls Cup of McKinney. The Parks department recently hosted site visitors as part of a two-year national accreditation process through the National Recreation and Parks Association, with results expected in September. Construction at Towne Lake Light Walk has begun and will be completed in the fall. Greens Neighborhood Park is on track for summer completion. Wilson Creek Trail Phase 1 has been completed. Civil design for Grady Littlejohn and Towne Lake Dog Park is 60% complete and will open for bid in late summer or early fall. Improvements to Gabe Nesbitt practice fields and the new monument park signage will go out for bid next week. Plans for Erwin Park renovations are expected to open for bid late summer, and construction will start early fall. Final roadway alignment is still pending for Old Settlers Park. Recreation Center at Towne Lake is scheduled for a soft opening in July. Splashpads will begin opening next week, with all expected to be open by May 1. Pool repairs are underway and expected to be completed by Memorial Day. Upcoming events include floating sound bath therapy at Apex on April 26; McKinney ISD middle school orchestra performance at Old Settlers Recreation Center on May 2; and Sunrise Kayaking at Towne Lake on May 3. Planning is underway for the Juneteenth celebration, with Board Alternate Lloyd scheduled to serve

as the emcee. Ms. Kinkade thanked Chair Richardson-Woods and Secretary Bradford for their service on the Juneteenth planning committee. Secretary Bradford expressed appreciation to Jill Yount for presenting parks projects at the Legacy Neighborhood Association meeting.

25-2685 President's Report. President Cindy Schneible thanked the Board for celebrating her 15 years. She directed Board members to review the marketing report and Parks report attached. The deadline for the second cycle of Promotional Grants applications is May 30, and the deadline for Project Grant applications is June 30. Ms. Schneible shared that she and Brenda Spinelli are conducting monthly site visits at TUPPS Brewery and recognized the TUPPS team for their work. Upcoming events at TUPPS include ManeGait Live and Maylee's HippieFest. She recognized Anahi Alvarez for Administrative Professional's Day.

25-2686 Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a request from the City of McKinney Parks and Recreation Department to reappropriate previously awarded funds of \$2,797,804.00 to PK1831 (Wattley), \$489,314.00 to PK2041 (Old Settlers Park Design), \$1,580,743.00 to PK2109 (Greens Neighborhood Park), \$315,077.00 to PK2349 (Mobile Stage), \$318,664.00 to PK2343 (Horizon Park), \$1,039,504.00 to PK4397 (Recreation Center at Towne

Lake), and \$200,000.00 to PK9143 (Erwin Park). Parks Planning and Development Manager Jenny Baker shared that Parks is requesting a reappropriation of just under \$7 million of previously awarded MCDC funding to a total of seven projects. For Wattley Park improvements, they are requesting \$2.7 million to be reappropriated back into the project. This project was paused due to issues that were discovered and are being addressed by engineering. The work should be completed in the summer. Old Settlers Park renovations are delayed due to construction on Virginia Street. \$500,000 is requested to be reappropriated back into the project. Ms. Baker thanked Secretary Bradford for her support on this project. Greens Neighborhood Park is nearing completion, which is expected in June or July. \$1.5 million is requested to be reappropriated back into the project. Horizon Park included a playground replacement and is now complete. \$318,000 is requested to be reappropriated back into the project for issuance of the final payment. Ms. Baker shared that the Mobile Concert Stage is currently in fabrication. Just over \$315,000 is requested to be reappropriated back into the project. The stage should be completed and delivered in October. The Recreation Center at Towne Lake is targeting a July move-in date. Just over \$1 million is requested for reappropriation back into this project. For Erwin Park, the design is nearing completion and is scheduled for bidding during the summer. \$200,000 is requested to be reappropriated into the project. Vice Chair

Riche asked about the design process for Wattley Park, and Ms. Baker shared that public input meetings were held, and online surveys were conducted over 2 years ago. She added that Wattley Park is a complete renovation. Secretary Bradford suggested that the Parks team consider visiting churches to gather input. Treasurer Wilkes asked for clarification regarding the reason for reappropriation for project requests from 2–3 years ago. Ms. Baker shared that the funds granted have a 2-year loan agreement, and Parks staff missed the earlier deadline for requesting reallocations, so this request essentially moves funding back into projects as originally approved. Board Alternate Lloyd asked for examples of unforeseen delays, and Ms. Baker responded that for Wattley and Old Settlers, they didn't foresee other CIP projects that require oversight and work by the Engineering Department. Chair Richardson-Woods shared that MCDC wants to see projects completed and appreciated the Parks team for providing an explanation for the requests for reallocation. She noted that the City and Parks Department are doing a great job ensuring equitable funding across the City. Treasurer Wilkes shared that he looks forward to seeing more projects completed with the hiring of new staff members and the support from bond funds. Board members unanimously approved a motion by Vice Chair Riche, seconded by Board Member Micheletto, to close the public hearing. Ms. Baker then shared updates from the department's master

plan. She reported that 21 of the 22 priority outdoor projects are either completed or in progress, with only the water park remaining. For indoor facilities, all five identified projects are in progress. The Parks Department continues to prioritize projects based on the Parks Master Plan recommendations. Looking ahead to fiscal year 2025 and beyond, potential new projects fall into five categories: trails, neighborhood parks, redevelopment, new development, and updating the master plan for future CIP. Trails include hard and natural surface paths, trailheads, and wayfinding improvements. Neighborhood parks include undeveloped 8-to-10-acre sites. Redevelopment is the largest category and includes road connections, playgrounds, splash pads, and renovations like those at Towne Lake. New development includes a new recreation center and work on the planned 230 acre Regional Sports Complex. Master plans are updated every five to seven years. Ms. Baker identified Towne Lake as a top priority and shared that there has been significant development interest in the Regional Sports Park property. Trails continue to be a high priority, and the department is working to enhance trail systems. Ms. Baker added that the department is at the end of its 10-year MCDC funding agreement and stated that their goal is to align priority projects with MCDC's strategic goals. Vice Chair Riche encouraged the Parks team to increase promotional efforts highlighting the City's trails. Ms.

Baker responded that the department recognizes the need for better trail marketing and is working to improve in that area.

- 25-2687** Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a Project Grant application submitted by Direction 61:3 (4B25-10) in an amount of five hundred thousand and NO/100 Dollars (\$500,000.00) for infrastructure and public access areas located at The Farm, a future community of transitional living homes for young adults who have aged out of foster care located at 3286 County Road 168, McKinney, Texas. This request represents 5.6% of the total project cost. Executive Director Myron Wilson congratulated President Schneible and thanked the Board for the opportunity to present their request of \$500,000. Direction 61:3 is an established nonprofit offering extensive programming to youth aging out of foster care. The need is significant, with the organization having to turn away two to three youth per week in Collin County. The Farm will allow Direction 61:3 to house an additional 58 youth and will support efforts to reduce homelessness, provide transitional living options, and prepare youth for workforce participation. Public amenities at The Farm will include recreational spaces accessible to the public. The organization has currently raised 20% of its \$4.2 million Phase 1 goal, including a matching grant from the McKinney Rotary Club and \$275,000 from Hope Fellowship Church, with

an additional 20% verbally committed. They have completed the construction of a new counseling center. Michael Smith with DBA Architects shared that the planned community center will be a 7,600 square foot facility designed to host a variety of events that will be open to the public. It will include a coffee shop and a market. The sports court will feature basketball and pickleball courts and will be built with amphitheater-style seating, providing the ability to host larger outdoor events. Additional amenities in Phase 1 include a village green that can be used as youth soccer fields and a fishing pond. They are currently working on the drawings for infrastructure plans which represent 42% of the total project plans. Drawings are underway for the vertical structures, including the event center, green space amenities, and homes, although the homes are not part of the grant request. Chair Richardson-Woods asked how the spaces would be accessible to the public. Mr. Wilson responded that they plan to have event staff on site and will also employ youth from their programs. There will be an online reservation portal for the various facilities. Vice Chair Riche asked about the management and maintenance of public access areas as well as youth resident safety. Mr. Wilson explained that there will be separation between residential and public spaces. Public visitors will not have access to the homes, and the property will include fencing, security cameras, and additional event staff during events. He shared that they plan to expand their property staff

and will use revenue from public events to help pay for maintenance and repairs. Their landscaping company will also assist with maintaining the fields. The property is in the City's ETJ, and Vice Chair Riche asked if Direction 61:3 would consider annexing the property. Mr. Wilson said that decision would need to be discussed with their Board. Treasurer Wilkes asked whether citizens could access the public spaces for free, and Mr. Wilson confirmed that they could. Board Member Micheletto expressed appreciation for the organization's mission and thanked Direction 61:3 for their vision. Mr. Smith added that the purpose of these public spaces is to create a sense of community where youth can live with access to shared resources. He emphasized that providing access to community spaces is essential for youth development. Board members unanimously approved a motion by Board Member Micheletto, seconded by Secretary Bradford, to close the public hearing.

25-2688 Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a Project Grant application submitted by Heard Natural Science Museum and Wildlife Sanctuary (4B25-11) in an amount of two hundred eleven thousand one hundred sixty and NO/100 Dollars (\$211,160.00) for trail improvements for five trails at the property located at One Nature Place in McKinney, Texas. This request represents 56% of the total project cost. Director of Development Brittany Kryder

provided background on the Heard, which was founded in 1965 and encompasses 289 acres of natural, historic landscape. The museum welcomes more than 100,000 visitors annually, with nearly 20,000 of those being schoolchildren. Over 20% of ticket buyers travel more than 50 miles to visit the Heard. They enjoy a strong volunteer base which includes community members and corporate partners from across the Metroplex. The museum features five unique Texas ecosystems, 6.5 miles of trails, rotating exhibits, and interactive STEM programs. Ms. Kryder explained that the Heard has seen a 22% increase in public program participation over the past year. They have added new exhibits and programs that are drawing more visitors from across Texas and neighboring states. The museum is in Phase 1 of a strategic master plan focused on enhancing and expanding facilities to better serve the community. Ms. Kryder explained that 90% of their land is located within an active floodplain, and they are seeing increasing damage to trails caused by storm runoff and erosion. These trail conditions limit access for visitors, especially those with mobility challenges and baby strollers. Their proposed solution is to restore and upgrade five miles of trails to improve durability and usability in all weather conditions. Four trails will be upgraded with a stabilized natural surface. The Laughlin Loop trail, the most heavily used trail, will be upgraded to concrete and will include gentle switchback ramps to improve access for all users. This funding

request focuses exclusively on Laughlin Loop, where accessibility and safety upgrades will benefit the greatest number of visitors. The Laughlin Loop trail is the area used for outdoor exhibitions and special events. The Laughlin Loop trail upgrade will promote equity in outdoor experiences for all, build durability and longevity into the Sanctuary's most traveled trail, reduce the amount of funding and staff time spent on trail maintenance, and improve the overall visitor experience. The total project cost as proposed is \$375,000, and their request is for \$211,160. They have secured a matching gift from the Florence Foundation of \$25,000. Ms. Kryder shared that this project is important because it increases tourism, accessibility, and engagement. Vice Chair Riche asked for clarification on the Master Plan, as well as the status and proposed use of the Parks and Wildlife grant if awarded. Ms. Kryder shared that the Master Plan focuses on facilities rather than trails, adding that trail improvements are an immediate need to increase safe access and accessibility. She shared that they are applying for several other grants, and the MCDC funding request could potentially be reduced if other grants are secured. Vice Chair Riche congratulated them on the burn and asked about the upcoming ones. Ms. Kryder shared that they are still scheduling the second and third burns and will share information regarding those events. Treasurer Wilkes asked if they would consider widening the trails where possible, and Ms. Kryder added that widening

some trails is something they could accommodate. President Schneible asked if the Texas Parks and Wildlife award is all or nothing and when they expect to hear about the grant. Ms. Kryder stated that a partial award is possible, and they expect to hear in May. Board Member Micheletto shared her appreciation for their efforts to seek outside funding and the work they are doing at the museum. Chair Richardson-Woods thanked Ms. Kryder for the tour of the Heard Museum. Board members unanimously approved a motion by Board Alternate Lloyd, seconded by Board Member Micheletto, to close the public hearing.

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

Chair Richardson-Woods called for Board comments. Board Alternate Lloyd shared that he appreciated participating in several events including the Direction 61:3 Barbeque and Bingo event, the NAREB Building Wealth event and the Run for Hope supporting NeighborHub. He and Treasurer Wilkes encouraged residents to vote. Treasurer Wilkes attended the Volunteer McKinney Awards and appreciated hearing about the community's volunteer efforts, and he also enjoyed Arts in Bloom. Vice Chair Riche shared that the Arts in Bloom event was great. He attended the LifePath Gala and shared how excited they are about the new LifePath Systems building. He also shared the significance of Habitat's Jimmy Carter Wall Raising event. Board Member Micheletto shared her appreciation for the unique community with so many opportunities that exemplify McKinney. She too encouraged everyone to vote. Secretary Bradford shared

that she attended the National Community Development Week event and thanked everyone involved for their contributions to the community. She added that the Chamber Quarterly Lunch was a great event. Ms. Bradford thanked everyone who attended and participated in the NAREB Wealth Building event and thanked Mayor George Fuller for his remarks at the event. She offered appreciation to Paul Grimes and Empress Dane for scheduling use of the Fitzhugh Room at City Hall. She also thanked Councilman Patrick Cloutier, Councilman Justin Beller, and Trevor Minyard for their support. Volunteers are needed on May 3 for the Chalk It Up event, a community Mother's Day art event. Chair Richardson-Woods reminded Board members about Serve McKinney on April 29 thanked Board members for their dedication to the community. She expressed appreciation for the Meals on Wheels and Cornerstone Ranch events, where she learned more about the organizations and heard various stories and testimonies. She thanked MCDC for supporting local organizations and nonprofits. President Schneible shared that the Hugs Headquarters Groundbreaking is scheduled for May 7 at 2 p.m.

Chair Richardson-Woods recessed the meeting into executive session at 9:39 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters include Project Hemispheres Venu/Notes Live, Project 20-09 TUPPS Brewery & Entertainment Destination, Project Mirage, Craig Ranch Resort Hotel, Project 4B 25-10 (Direction 61:3), and Project 4B 25-11 (Heard Natural Science Museum and Wildlife Sanctuary).

Chair Richardson-Woods reconvened the meeting of the McKinney Community Development Corporation at 10:12 a.m. Chair Richardson-Woods called for a motion to

adjourn. Board members unanimously approved a motion by Board Alternate Lloyd, seconded by Board Member Micheletto, to adjourn. Meeting was adjourned at 10:12 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: May 22, 2025.

SIGNED:

ANGELA RICHARDSON-WOODS
Board Chair

DAVID RICHE
Board Vice Chair

ATTEST:

DEBORAH BRADFORD
Board Secretary