

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JULY 25, 2024

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, July 25, 2024, at 8:00 a.m.

Board Members Present: Chair Angela Richardson-Woods, Vice Chair David Kelly, Secretary David Riche, Board Members Joy Booth and Chris Wilkes, and Board Alternate Markus Lloyd.

Absent: Treasurer Deborah Bradford.

City Council Present: Mayor George Fuller, Mayor Pro Tem Geré Feltus, and Councilman Michael Jones.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Accounting Manager Chance Miller, Director of Parks and Recreation Amy Kinkade, Assistant Director of Parks and Recreation Ryan Mullins, Parks Planning and Development Manager Jenny Baker, Visit McKinney Executive Director Aaron Werner, MEDC President Michael Kowski, Director of Cultural District Andrew Jones, and MCDC Grant Program and Marketing Manager Linda Jones.

There were about 40 guests present including grant applicants.

Chair Richardson-Woods called the meeting to order at 8:00 a.m. after determining a quorum was present. Pastor Len McLaughlin of Heritage Church in McKinney offered an invocation which was followed by the Pledge of Allegiance. Chair Richardson-Woods thanked Vice Chair Kelly for leading the June Board meeting in her absence. She noted that Board Alternate Markus Lloyd was seated as a board member at the dais for the meeting.

24-1779 Chair Richardson-Woods pulled item 24-1779 from the consent items calling attention to an error in the attached Minutes of the McKinney Community Development Corporation Meeting of June 27, 2024, and offered an amendment to add that Joy Booth was present at the June 27 meeting. Board members unanimously approved a motion by Board

Member Lloyd, seconded by Vice Chair Kelly, to approve this item as amended.

24-1780 Chair Richardson-Woods called for a motion on the Minutes of the McKinney Community Development Corporation Potential Projects Subcommittee Meeting of June 17, 2024. Board members unanimously approved a motion by Board Member Wilkes, seconded by Secretary Riche, to approve this item.

24-1781 Chair Richardson-Woods called for the Financial Report. Accounting Manager Chance Miller presented the June financials. Revenues were \$2.3 million, primarily from sales tax. Expenses were just over \$4.57 million, including \$4.48 million in project expenses. Regarding sales tax, June numbers apply to April sales. McKinney saw an increase of 13.2% compared to a 31.5% increase for Allen, a 16.9% increase for Plano, and a 6.7% increase for Frisco. McKinney is leading our sister cities with an 8% year-to-date increase. Increases for all cities appear to be true increases with no audit corrections. Regarding the industry break-out, sales taxes remained relatively consistent. Retail trade growth continued at about 5%. There were no questions on the Checks Issued report. Board Member Wilkes asked if the 37% increase in Manufacturing would be identified as a spike or a trend, and Mr. Miller stated that based on the data it appeared to be a trend.

24-1782 Chair Richardson-Woods called for Board and Liaison Reports.
Board Chair. Chair Richardson-Woods thanked Board members for their community participation during the past month stating that the Board had representation at Red, White and Boom, Cami Cakes Grand Opening, Hope Rising event, SBG Sip and Stroll, and the DCI Marching Contest.
City of McKinney. City Manager Paul Grimes shared that staff will present the FY 2025 budget to Council on August 9 which will include a

general budget of over \$200 million. Council held a special meeting on July 23 and heard the final recommendations from the Charter Review Commission. Council will likely decide on August 6 whether to call an election for November regarding the recommendations presented. Mr. Grimes shared that Council is conducting Boards and Commissions interviews and will meet in late August to make appointments. Work is underway to update the City's Comprehensive Plan, which is one of the three foundational documents for a municipality. Updates to the plan will be presented to Council in Fall and will include items associated with the impact of the 380 by-pass.

Visit McKinney. Executive Director Aaron Werner attended the Destinations International Conference in Tampa where he verified that "it's our time" in McKinney, as he discussed the growth and projects underway. He reported that DCI was a great event supported by both MCDC and Visit McKinney. The Visit McKinney team is meeting with the Denizen Hotel team this week to discuss a partnership in securing group and corporate business for McKinney. A Fam (familiarization) Tour will be hosted next week, with a goal of bringing leaders and planners of an industry conference, to McKinney in 2025.

McKinney Economic Development Corporation. President Michael Kowski thanked Amy Kinkade and the parks team for hosting a tour of 13 McKinney parks, adding that quality of life separates McKinney from others as the City recruits corporations. Mr. Kowski shared that he joined Governor Abbott and leaders from other Texas cities on an economic development mission in Asia, visiting with strategic partners in Taiwan, Korea and Japan, and traveling over 16,000 miles in eight days. He met with the CEO of CJ Group Korea and discussed the importance of the Byron Nelson golf tournament to economic development in McKinney. The mission team of leaders promoted Texas throughout Asia, and Mr. Kowski focused conversations on McKinney. Board Member Booth

asked how McKinney was received in Asia, and Mr. Kowski shared that Asians put trust over profits, so he was able to form important relationships while sharing McKinney's advantages including land availability, quality of life, and the City's pro-development approach. Mr. Kowski added that he met one-on-one with many Korean companies, and some will be traveling to McKinney at the end of the month to expand those relationships.

McKinney Main Street/MPAC. Director Andrew Jones shared that the trolley is averaging 150-200 riders per day, and expansion of hours and addition of drivers are under consideration. Press coverage has been positive. Additionally, retro ads are being created for placement inside the trolley and signage to mark trolley boarding stops will be constructed and placed along the route. The Main Street team hosted the Texas Main Street delegation workshop which included stops at TUPPS and other MCDC-funded infrastructure projects in Downtown, highlighting the development work in progress in the historic district. Upcoming events include Classic Cars on the Square and Rise & Shop on August 17, an all-new Downtown Scavenger Hunt on August 24 with prizes including a grand prize of \$2,500, Upcoming performances include Forever Plaid on July 26-27 and August 2-10, Del Castillo on August 14, and Marshall Crenshaw on August 24. Secretary Riche asked about qualifications and application process for trolley drivers. Mr. Jones shared that the application is posted on Indeed, and qualifications include driving experience and ability to positively engage with riders. Board Member Lloyd asked about the trolley route. Mr. Jones shared that the route is currently about 17-20 minutes, which will decrease to 15 minutes once construction in the area is complete. There are defined stops for boarding and off-loading along the route with additional stops when the cord is pulled by a passenger. Vice Chair Kelly asked about the expectation for ridership, and Mr. Jones shared their expectation was about 75 per day.

McKinney Parks and Recreation. Director Amy Kinkade reported that Wilson Creek Trail 1 is under construction, and Trail 2 is in design. Towne Lake Walk is ready to go out for bid. There is a delay in construction of the dog park because of extra trenching required by the Texas Historical Commission due to the proximity of a nearby cemetery. Recreation Center at Towne Lake should be complete by the end of the year and open to the public in January 2025. Old Settlers Park design is moving forward. McKinney had three teams represent at the North Texas Lifeguard Competition. For the eighth time, one of McKinney's teams won and will compete at the State competition in Round Rock. Ms. Kinkade shared that numbers for players and gross income are growing steadily at Oak Hollow Golf Course with renovations completed last year. She added that McKinney is celebrating National Trails Day on Saturday, July 27, from 8:00 to 11:00 a.m. at Bonnie Wenk Park.

24-1783 Chair Richardson-Woods called for the President's Report. President Cindy Schneible directed Board members to reports attached to the agenda including a final report from The Cotton Mill walkway project. August 17 from 10:00 a.m. to 1:00 p.m. the Love McKinney event will be held at Towne Lake and will highlight City departments and resources available to residents. Ms. Schneible encouraged Board members to vote for McKinney's Farmers Market to keep it #1 in Texas and #1 in the Southwest Region and secure a place it at the top for the Nation. July 31 is the application deadline for this cycle of Retail Development Infrastructure Grants, a matching grant program for exterior infrastructure for retail business locations in the Historic District and major gateways to the City. She encouraged Board members to review the strategic priorities draft that will guide Board decisions in the coming year. The priorities will be published once all Board members have reviewed.

REGULAR AGENDA

24-1784 Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by 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. Secretary Riche reported that total grant funds available are \$154,606 with the \$100,000 budgeted for Cycle 2, plus additional funds of \$54,606 from FY 2023 reappropriations. The subcommittee (Secretary Riche and Board Members Booth and Wilkes) met July 10. Each application was discussed in detail with careful consideration given to the following:

- Ability to showcase City of McKinney for purposes of business development and/or tourism,
- anticipated attendance from McKinney residents and visitors to the city,
- data from past events,
- number of events supported by a single grant request,
- past grants awarded,
- new versus repeat events, and
- grant recipient's investment in marketing and promotions (as a percentage of total marketing budget).

On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$9,350 for this request. Board members unanimously approved a motion by Board Member Booth, seconded by Board Member Lloyd, to approve the grant in an amount of \$9,350 as recommended by the subcommittee.

24-1785 Chair Richardson-Woods called for consideration/discussion/action on the 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. On behalf of the

subcommittee, Secretary Riche recommended funding in the amount of \$13,000. Board members unanimously approved a motion by Board Member Wilkes, seconded by Secretary Riche, to approve the grant in an amount of \$13,000 as recommended by the subcommittee.

24-1786 Chair Richardson-Woods called for consideration/discussion/action on the 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. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$8,000. Board members unanimously approved a motion by Board Member Booth, seconded by Board Member Wilkes, to approve the grant in an amount of \$8,000 as recommended by the subcommittee.

24-1787 Vice Chair Kelly recused himself from the discussion and vote on the following item. Chair Richardson-Woods called for consideration/discussion/action on the 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. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$7,500. Board members unanimously approved a motion by Board Member Booth, seconded by Board Member Lloyd, to approve the grant in an amount of \$7,500 as recommended by the subcommittee. Vice Chair Kelly returned to the dais after the discussion and vote on the agenda item.

24-1788 Chair Richardson-Woods called for consideration/discussion/action on the 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. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$12,500. Board members unanimously approved a motion by Board Member Wilkes, seconded by Board Member Booth, to approve the grant in an amount of \$12,500 as recommended by the subcommittee.

24-1789 Chair Richardson-Woods called for consideration/discussion/action on the 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. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$5,000. Board members unanimously approved a motion by Board Member Booth, seconded by Board Member Wilkes, to approve the grant in an amount of \$5,000 as recommended by the subcommittee.

24-1790 Chair Richardson-Woods called for consideration/discussion/action on the 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. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$4,200. Board members unanimously approved a motion by Board Member Wilkes, seconded by Board Member Lloyd, to approve the grant in an amount of \$4,200 as recommended by the subcommittee.

24-1791 Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by 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. On behalf of the subcommittee, Secretary

Riche recommended funding in the amount of \$10,000. Board members unanimously approved a motion by Board Member Lloyd, seconded by Secretary Riche, to approve the grant in an amount of \$10,000 as recommended by the subcommittee.

24-1792 Chair Richardson-Woods called for consideration/discussion/action on the 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. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$4,000. Board members unanimously approved a motion by Board Member Booth, seconded by Board Member Wilkes, to approve the grant in an amount of \$4,000 as recommended by the subcommittee.

24-1793 Board Member Booth recused herself from the discussion and vote on the following item. Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by McKinney Library Foundation (PC 24-23) in the amount of \$8,478.00 for the advertising, marketing and promotion of 2024 Fall Special Events. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$4,500. Board members unanimously approved a motion by Board Member Lloyd, seconded by Secretary Riche, to approve the grant in an amount of \$4,500 as recommended by the subcommittee. Board Member Booth returned to the dais after the discussion and vote on the agenda item.

24-1794 Chair Richardson-Woods called for consideration/discussion/action on the 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. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$3,000. Board members unanimously approved a motion by Board Member Booth, seconded by Board Member Wilkes, to approve the grant in an amount of \$3,000 as recommended by the subcommittee.

24-1795 Chair Richardson-Woods called for consideration/discussion/action on the 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. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$5,000. Board members approved a motion by Board Member Wilkes, seconded by Board Member Lloyd, to approve the grant in an amount of \$5,000 as recommended by the subcommittee, with a vote of 5-1-0, Vice Chair Kelly voting no.

24-1796 Chair Richardson-Woods called for consideration/discussion/action on the Promotional and Community Event Grant application submitted by Collin County Master Gardeners (PC 24-26) in the amount of \$15,000.00 for the advertising, marketing and promotion of 2024-2025 Events at Myers Park including The Garden Show, Plant Sales, A Walk in the Park, and Educational Workshops. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$11,000. Board members unanimously approved a motion by Board Member Booth, seconded by Board Member Wilkes, to approve the grant in an amount of \$11,000 as recommended by the subcommittee.

24-1797 Board Member Wilkes recused himself from the discussion and vote on the following item. Chair Richardson-Woods called for consideration/discussion/action on the 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. On behalf of the subcommittee, Secretary Riche recommended funding in the amount of \$13,000. Board members unanimously approved a motion by Board Member Booth, seconded by Board Member Lloyd, to approve the grant in an amount of \$13,000 as recommended by the subcommittee. Board Member Wilkes returned to the dais after the discussion and vote on the agenda item.

Chair Richardson-Woods congratulated all grant recipients and encouraged them to continue to prepare and apply for promotional grant funding for eligible events. She went on to announce that the Board will next conduct public hearings on Project Grant applications submitted for consideration by the board. Each applicant will have up to five minutes to present, then time will be allowed for public input and follow-up questions from the Board.

24-1798 Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a request for funding submitted by the City of McKinney Parks and Recreation Department (4B24-09) in the amount of five million five hundred thousand and No/100 dollars (\$5,500,000.00) for construction of improvements at Erwin Park. Director Amy Kinkade shared that Erwin Park is a gateway to McKinney and is the most used park in the City. The overall project budget is \$9 million. The request is to use the full \$5.5 million annual MCDC allocation designated for Parks for improvements to Erwin Park. Improvements will include adding electric and water to campground sites; updating pavilions that need repair; updating restrooms with a natural design to replace the blue pavilions; adding showers to restrooms located in the campground; adding a wheelchair accessible overlook deck which will

provide views of up to 35 miles; and adding monument signage at the park entrance. Ms. Kinkade shared renderings for signage, deck and other proposed improvements. Detailed project elements include road resurfacing throughout the park, renovating all parking areas with concrete paving, making various ADA improvements, adding a concrete trail around the Northern loop, constructing new restrooms (one with shower facilities), and converting restrooms to sewer from septic, constructing new pavilions, providing new site furnishings (refresh amenities), furnishing water and electric to all camp sites, formalizing the entrance with the monument sign, adding wayfinding signage throughout the park, constructing overlook deck, and adding a small maintenance barn for equipment and general storage. Chair Richardson-Woods called for public comments, and there were none. Chair Richardson-Woods asked about the maintenance partnership with DORBA. Ms. Kinkade shared that Parks has a close working relationship with DORBA. Wildflowers were planted along the skills course, and Ms. Kinkade stated that staff ensures maintenance for safety and for the viewing area. She shared that the course is being heavily used, adding that an Eagle Scout recently built a new logan pass (wooden bike ramp). Secretary Riche clarified that the \$5.5 million for this request is already allocated to Parks. Board Member Booth asked about safeguarding the overlook. Ms. Kinkade shared that they are still investigating the best solution for security. Erwin Park has a police officer that lives on property, and they are considering additional security measures including adding on-site security and a gate for campgrounds area. Chair Richardson-Woods asked about cameras. Ms. Kinkade stated that none of the parks currently have cameras, but the possibility of adding those is being discussed. Secretary Riche asked about park closings during construction, and Ms. Kinkade that they may need to close the park completely during the sewer improvements, but the hope is to complete

the project with partial closings only. Vice Chair Kelly asked about the project timeline. Ms. Kinkade stated that designs will be finalized soon, and total build-out is 1.5 to 2 years. Board Member Booth inquired about camping fees, and Ms. Kinkade stated that there is a campsite rental fee, adding there were more than 1,500 rentals last year. There are updates to mark campsites that are in use under consideration. There will likely be a 10% to 15% fee increase with the improvements, but McKinney will keep fees in line with other comparable campgrounds. Board Member Wilkes asked about itemized cost of the observation deck. Board Member Lloyd verified that the application shows the observation deck cost to be \$322,500. Ms. Kinkade clarified that the observation deck would be opened when the park is opened. Vice Chair Kelly requested assurance that these improvements will be protected and asked Parks to consider reallocating funds as needed to make security a priority, keeping MCDC's investment safe. Board members unanimously approved a motion by Board Member Booth, seconded by Secretary Riche, to close the public hearing.

24-1802 Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a request for funding submitted by the City of McKinney Parks and Recreation Department (4B24-12) in the amount of One Million and No/100 dollars (\$1,000,000.00) for construction of improvements at Gabe Nesbitt Park. Director Amy Kinkade shared that funds are requested to enhance an area at Gabe Nesbitt to be used as open practice fields. With bond funding, they will begin construction soon on the four-plex, and this requested improvement will complete development at Gabe Nesbitt. Overall cost for the project is \$1 million, and they are requesting the full amount. Ms. Kinkade shared an aerial site plan for the park and proposed enhancements which include a new entrance sign off of Eldorado, a new

entrance sign off of Alma, and enhancements to an open field which will allow for practice space for several teams. She also shared proposed draft renderings of the new signs indicating heights of 6 feet 8 inches and width of about 10 feet. Project specifics for the Alma Road entrance sign include a new monument sign, as discussed, with lighting. For the Eldorado entrance sign, the project includes rerouting a sidewalk, a new monument sign with lighting, landscape, and irrigation. Plans for the open field include regrading, drainage improvements, solid sod play areas, Hydro Mulch drainage areas, and irrigation. Chair Richardson-Woods called for public comments, and there were none. Board Member Booth asked about wayfinding signage throughout the park, and Ms. Kinkade shared that the Parks team is working on a wayfinding plan and has funding in their budget for signage. Vice Chair Kelly asked about the previous plans for the proposed practice field space. Parks Planning and Development Manager Jenny Baker shared that the 2015 Master Plan for Gabe Nesbitt included a very long term potential plan for a plaza for photos and awards presentations. At present, there is no funding in place for those enhancements. She added that the current priority is for practice space, so Parks is recommending improvements to address this need. Vice Chair Kelly verified that the future softball fields closer to the library are funded with bond funds. Board Member Wilkes verified that the proposed practice area will be first come, first serve with no priority given to any group or club, and Ms. Kinkade added that their athletics team will monitor use to avoid clubs taking over the space. Additionally, Parks will maintain the field. Vice Chair Kelly verified that the proposed practice field is included in the long-term plan for use of that space. Board Member Booth asked about the number of teams that could use the space simultaneously. Ms. Kinkade clarified that the space will not be lined or used for games but could handle up to 8-10 teams for practice. Board Member Booth also asked about funding for the additional 80

parking spaces near the future softball four-plex, and Ms. Kinkade replied that funding for new parking is part of the bond package. Vice Chair Kelly verified that the first come, first serve approach has not presented issues in other City parks with the same format. Board members unanimously approved a motion by Secretary Riche, seconded by Vice Chair Kelly, to close the public hearing.

24-1799 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 amend Project 4B20-13 to reallocate \$200,000 from PK1829 (New Senior Center) to PK4325 (ADA Improvements). Chair Richardson-Woods called for public comments, and there were none. Director Amy Kinkade shared that there are remaining funds previously allocated for the Senior Center renovations. Parks is requesting the \$200,000 from this project be reallocated to address ADA issues in parks including Finch, Prestwyck, and Old Settlers. Board Member Lloyd asked about ADA issues that will remain incomplete. Ms. Kinkade stated that the list generated from the recent study is very thorough, so they are addressing the most needed improvements first. President Schneible clarified that the \$200,000 is a remaining balance from a grant awarded for improvements at the existing Senior Center. Board Member Wilkes sought understanding about reallocating funds versus unspent funds coming back to MCDC's general fund. President Schneible stated that if funds are not reallocated, they do roll into MCDC fund balance. Board members unanimously approved a motion by Board Member Lloyd, seconded by Board Member Booth, to close the public hearing.

24-1800 Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a Project Grant application submitted by Boys and Girls Club of Collin County (4B24-10) in the amount of

seventy thousand NO/100 dollars (\$70,000.00) for facility improvements to include updating basketball goals, installing indoor turf for soccer and flag football, purchase and installation of a sound system and projector, and purchase of a mobile stage. Amount requested represents 100% of the total project cost. Vice President Yemishtha Rutnam, joined by Financial Director Ralph Osman, shared that the mission for Boys and Girls Club of Collin County is to enable all young people to reach their full potential as productive and caring citizens. Collin County serves 9,800 youth, 46% of whom are on the free or reduced lunch program and 44% of whom live in a non-traditional household. They are serving students from 55 schools at their eleven clubs in the county. The after school program runs from August through May with a tuition fee of only \$100, but families who cannot afford the tuition are not turned away. Summer camps run for eight weeks in June and July with a cost of \$500. The McKinney Club has 544 registered members with an additional 2,489 youth served through outreach events. Transportation is provided from eleven McKinney schools. Average daily attendance is 299 during the school year and 202 during summer. Ms. Rutnam thanked the Board for their support of the Exergaming and Game Room projects, adding that this project unveiling is scheduled for August 19. Each club has a specialty, and the McKinney Club has become the location for countywide sports leagues including basketball, volleyball, soccer, cheerleading, and flag football. Research shows that students who participate in organized sports perform better academically while fostering community. Additionally, structured after school activities have been linked to lower risky behavior. The requested funds will allow the McKinney Club to enhance community engagement through countywide athletics. Specific elements of the request are \$20,000 to purchase and install two adjustable height goals and a new scoreboard with wireless remote; \$15,000 to purchase and install a 4,500 square foot indoor turf

area and inflatable field border for indoor soccer; \$25,000 for the purchase and installation of a new indoor sound and presentation system with wireless capabilities and a projector and screen, both mounted with electric drop down; and \$10,000 to purchase of an industrial single height mobile folding stage with wheels. Ms. Rutnam shared that 100% of their youth move to the next grade level and graduate from high school, and many move on to college or the military. Chair Richardson-Woods called for public comments, and there were none. Chair Richardson-Woods asked if they are seeking funding from other entities, and Ms. Rutnam stated that they are not seeking other funding for the equipment, but they are seeking funds for operational costs associated with the sports programs. Board Member Booth asked about the bank charge and fees line item in their overall budget, and Mr. Osman stated that those reflect countywide activities and are primarily related to online collections for dues and donations when the donor does not choose to donate associated fees. The financial benefits of having an online collections gateway outweigh the cost. Secretary Riche asked if they considered a more economical solution for the sound and projection system. Ms. Rutnam stated that these are the numbers provided by their operations team, but they will request additional quotes and information. Board Member Lloyd verified that the sound and projection equipment is not replacing existing equipment. Noting appreciation for their student outcomes, Board Member Wilkes asked about the necessity, value, and purpose of the sound and projection systems. Ms. Rutnam stated that the space is used for countywide recognition, Youth of the Year event, and other community events. Mr. Osman added that their goal is to provide the best experience for their growing programs. Board Member Lloyd asked if they are replacing an existing stage, and Ms. Rutnam stated that the new folding stage would replace a current broken, unsafe older stage. Board Member Booth clarified that the budget presented

with the application is for the county not just the McKinney club, and she asked how the overall county organization contributes to the funding of each club. Mr. Osman shared that the national organization allocates funds to the county from federal funding, and countywide funds are used for operations, not specific projects. Ms. Rutnam added that the McKinney Club does seek individual sponsorships and funding from corporations for special projects, but the gala funding is used for operations of the county clubs. Mr. Osman also called attention to the county's budget deficit in 2023. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Booth, to close the public hearing.

24-1801 Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a Project Grant application submitted by YMCA of Metropolitan Dallas (4B24-11) in the amount of twenty-five thousand and NO/100 Dollars (\$25,000.00) for purchase and construction of new playground equipment at the McKinney Family YMCA located at 300 Ridge Road, Stonebridge Ranch, McKinney, Texas. Amount requested represents 75% of the total project cost. Teen Board members Zoie Sanchez and Matthew Wooten introduced themselves as Board Members and rising seniors. Mr. Wooten shared that the YMCA programs include youth sports, the Livestrong Program, and Youth in Government. He shared personal testimony of how the YMCA programs impacted his life, teaching him how to lead, serve, and treat others with respect. Ms. Sanchez shared that the McKinney YMCA raised \$100,000 to support children, youth, and adults in McKinney. Their request is for \$25,000 to remodel a community-focused playground located along the Stonebridge Ranch walking trail. The 25-year-old playground was closed in 2021 due to equipment safety issues. Total cost for the project is \$30,000, and they have received \$5,000 in funds

thus far. Their goal is to purchase and install the equipment and reopen the playground in 2025. The remodel will include covered seating to create space for events and celebrations. The YMCA helps develop the next generation, and this playground will be a tool for young children that encourages community. Ms. Sanchez shared that the playground will be accessible for all residents. Chair Richardson-Woods complimented the teens on their presentation. She called for public comments, and there were none. Board Member Wilkes asked about the structure next to the playground, and Mr. Wooten replied that there is currently a stone shade structure and seating area that does not require remodeling. Secretary Riche asked about the delay in restoring the playground, and Ms. Sanchez shared that the \$100,000 raised went solely for scholarship awards. YMCA Business Director Retai Fields added that the camp program in McKinney was shut down during COVID, and students were relocated to school programs. During that time, funding for the camps was removed from the budget, so there was no funding for maintenance and upkeep of the playground. Ms. Fields stated that they hope to bring back the playground as a community asset, even though the camp program has not returned. Secretary Riche asked about park hours available to the public. Ms. Fields shared that playground hours would be same as City park hours keeping safety in mind. Dedicated times for Child Watch participants would be brief 30-minute playtimes ending before 12:45 p.m. Board members unanimously approved a motion by Board Member Booth, seconded by Secretary Riche, to close the public hearing.

24-1803 Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a Project Grant application submitted by Habitat for Humanity of Collin County (4B24-13) in the amount of two hundred twenty-nine thousand eight hundred fifty-nine and NO/100

dollars (\$229,859.00) to reconstruct the retaining wall at Pride Court in McKinney, Texas. Amount represents 76% of total project cost. Chair Richardson-Woods announced that the applicant has requested to withdraw this application in order to obtain more information on the potential project.

24-1804 Board Member Wilkes recused himself from the presentation, discussion and vote on the following item. Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a Project Grant application submitted by McKinney Main Street (4B24-14) in the amount of one hundred nine thousand three hundred twenty and NO/100 dollars (\$109,320.00) for the purchase of Downtown Christmas decorations to include lighting in Mitchell Park, outdoor decorations at MPAC, Community Tree ornaments, holiday postcard pop-up photo ops, and light pole decorations. Amount requested represents 60% of total project cost. Cultural District Director Andrew Jones shared that McKinney Main Street is a separate 501(c)(3) which focuses on placemaking, economic development, and historic preservation within the Cultural District. They champion McKinney's vibrant Downtown which has served as the heartbeat of McKinney since 1848. As such, they focus attention on the experience offered to visitors, especially during the holidays. In 2023, Downtown welcomed over 5.1 million visitors, including 75,000 during Oktoberfest, 60,000 during Home for the Holidays, and 40,000 during Arts in Bloom. Holidays in the Cultural District are famous because of the nostalgia and storybook charm. No other place in Texas boasts 180 small businesses and a 35 foot tree for the holidays. The "Spend it here. Keep it here." campaign is keenly understood by Main Street and partners. With the goal of keeping up with the Downtown footprint and replacing weathered and old décor, this request is for a refresh of the Christmas infrastructure. With the addition of new decorations, lights,

ornaments, and photo ops, Main Street will continue to highlight local small businesses amongst a competitive North Texas shopping environment. The timeline is to order new items in August to be prepared to start decorating on November 5. The total budget is \$109,230 including:

- \$35,000 for the lighting of Dr. Glenn Mitchell Park (uplighting package for year-round illumination of park trees; 2 Arches for Mitchell Park walkway; and Installation of lighted displays);
- \$55,750 for MPAC outdoor decorations (6 oversized nutcrackers, Two 3D illuminated stars for NE and SW corners; and 2 sleighs);
- \$9,870 for Community Christmas Tree ornaments;
- \$3,200 for Holiday Postcard Pop-up Photo Ops (three interactive photo ops created and designed by local artists; and
- \$5,500 for Light pole snowflakes of varying sizes.

Chair Richardson-Woods called for public comments, and there were none. Vice Chair Kelly thanked Mr. Jones for being great stewards of the Board's budget and goals for grant requests, and Mr. Jones expressed appreciation for the MCDC partnership. Board members unanimously approved a motion by Board Member Booth, seconded by Secretary Riche, to close the public hearing. Board Member Wilkes returned to the dais after the presentation, discussion and vote to close the public hearing.

24-1805 Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a Project Grant application (4B24-15), submitted by Sanchez Charities, LLC, in the amount of five hundred seventeen thousand one hundred ninety-two and No/100 dollars (\$517,192.00), for construction of horizontal infrastructure for the NeighborHub to be located on White Street approximately 500 feet East of Redbud Drive in McKinney Texas. Amount requested represents 16%

of total project cost. Kim Sanchez introduced the concept of the McKinney NeighborHub, a 10,000 square foot facility that would help create an ecosystem for connection, communication, and collaboration among nonprofits. After studying other similar successful projects (Serve Denton, Our Calling, and Children's Advocacy Center), Sanchez Charities created plans for the McKinney NeighborHub to be located on White Avenue just east of Redbud Drive, near 75 and 380. She shared 3D renderings which show plans for one main entry, one waiting room, one conference room to be shared by four tenants to eliminate duplication of cost and services. She called attention to the taller building which has a roofline starting at 25 feet to be used for food storage. McKinney has 31 food distribution entities, and this building will allow for food storage for the organizations while adhering to North Texas Food Bank codes and accommodating pallet delivery through the rollup door. Ms. Sanchez added that the large, covered porch is designed for Streetside Showers to store their shower/laundry trailers, protecting them from harsh weather. The NeighborHub which would serve as a central location for various community services, streamlining assistance, and would facilitate access to support, improve operational efficiencies, and reduce the need to navigate service providers operating from scattered locations. Among the services are shared in-take, dedicated space for homeless ministry, shared case management meeting area, a mail banking and ID card area, and a hygiene center. The facility has a prep kitchen (not a full service kitchen) to be used for tasks like re-bagging bulk foods and making sandwiches. It accommodates pallet storage (bulk storage that is not currently available in McKinney), a walk-in freezer and refrigerator, and two casework rooms for Hope Restored Mission. Some of the offices will serve as flex space for smaller philanthropies. The hygiene center will be ADA compliant and will have showers, dressing rooms, and toilets available upon reservation. The

hygiene center will include a laundromat. The land for the project is donated by Sanchez Charities and is valued at \$500,000. Soft costs including planning, engineering, surveys, City fees, and architectural fees have been donated. Sanchez Charities has invested about \$1 million in the project to date. Total project cost is about \$3.2 million. They are seeking funding from several organizations including United Way, Communities Foundation, and Texas Health Resources, in addition to seeking favorable loans from banks. The goal is to offer rents at \$15 triple net per square foot or less, which is about \$23 per square foot. Ms. Sanchez acknowledged that there is concern that this facility is not big enough, and she stated it likely is not. Serve Denton is 52,000 square feet, but they started in one room of a church. Serve Lewisville (owned by Serve Denton) is only 8,000 square feet. The four anchor tenants are Hope Restored Mission, Streetside Showers, Community Lifeline Center, and Emmanuel Labor. Ms. Sanchez shared a list of organizations who have offered letters of support for this project. She shared that Serve Denton has offered to provide mentorship for the project. Their goal is to begin construction in early 2025 and move in by the end of that year. Chair Richardson-Woods called for public comments and called upon Allison Monroe. Ms. Monroe shared that Collin County is the second wealthiest county in Texas, yet there are four high need zip codes in the county including East McKinney. The 75069 zip code has the highest rates for food insecurity, unemployment, homelessness, obesity, neglect, abuse, trafficking and more. North Texas no longer has gainful employment, low housing costs, and low cost of living. With many needing resources and no public transportation, there is a challenge to get resources to those who need them. At the County level, there is a goal to add shared resource facilities in each of the needy zip codes. Ms. Monroe shared that Ms. Sanchez presented a similar solution to MCDC four years ago that MCDC chose not to fund at

that time. In the last four years, housing and food costs have become unmanageable for many. Ms. Monroe stated that the City's support is needed now, adding that the City depends on nonprofits to provide essential services, and those nonprofits need affordable space. Secretary Riche verified that the MOU is not a commitment but indicates interest in a facility like the one being proposed, and Ms. Sanchez emphasized that she cannot determine rent and secure signed leases until funding is in place for the full project. Secretary Riche also verified that the \$15 per square foot goal is based on anticipated funding, and any additional funds raised would lower that rent. Secretary Riche asked about the longevity of Sanchez commitment and about the plan if this project is not successful. Ms. Sanchez stated that goal would be to have a great Board for the NeighborHub, ensuring community participation and management. She reassured the Board that this is designed to be a community project, not a personal one, and the potential to sell the property exists only if needed to leverage funds from the sale to expand the project and enlarge the space. Board Member Lloyd asked about plans to address the potential concentration of under-resourced to the area. Ms. Sanchez shared that a neighboring church hosts The Respite, a homeless day center, from about 10:00 a.m. to 4:00 p.m. daily. She acknowledged that she has applied for a grant for security. Board Member Lloyd asked about the response of the surrounding community. Paul Ballesteros, Founder and President of Emmanuel Labor, shared that they have established a strong relationship with McKinney Police. Their organization has a philosophy that all people are welcome but not all behavior is welcome, and they will not serve people who are not following the rules. Additionally, he thanked the Board for recognizing him and the work of his organization through the Quality of Life Award this year. Regarding collaboration, Mr. Ballesteros stated that the organizations are already collaborating, working together, and

encouraging each other. They work together to provide a personal touch and warm hand-offs to lower individual barriers to service resistance. Board Member Lloyd asked if they are working towards a track that would bring someone from crisis stage, to rehabilitation, then to development and growth. Mr. Ballesteros strives for help, hope and home – reducing the immediate stressor then helping to prevent homelessness. Ms. Sanchez reiterated that the NeighborHub goes beyond serving the homeless, but it will be a true social services resource center serving low-income moms, people with mental health issues, and others who need help. The project will provide privacy through fencing. Chair Richardson-Woods asked about Community Lifeline Center's status as a tenant considering they now have new leadership. Ms. Sanchez indicated that she has spoken with the new Director, and while they are in a rebuilding season, there was no indication that they would not join in. She added that there are 31 food distribution entities in McKinney, so there are many options for partnership if CLC does not participate. Board Member Booth thanked Ms. Sanchez for her vision and partnership and encouraged her to visit the Family Center in Prosper, a partnership with Prosper ISD. She also encouraged partnership with large church ministries and MISD. Ms. Sanchez agreed that MISD would be a great potential partner and added that she already has support from many churches. She stated that MCDC's funding approval would indicate confidence in the project and help garner additional funding and volunteer partners. Board Member Booth asked about a plan to address the need for longer service hours, and Ms. Sanchez shared that they are not committed to daytime hours only, adding that many of the smaller organizations are managed by people with full time day jobs, so evening hours would be opportune for them. Mr. Ballesteros added that the four anchor tenants are part of the Homeless Coalition which does meet regularly with MISD, adding that

about 1,000 MISD students are currently experiencing homelessness. He shared that Emmanuel Labor is a faith-based organization with three local churches supporting their efforts financially. Board Member Booth asked about the potential partnership with police and the detention center. Ms. Sanchez acknowledged that it is difficult to move your life forward without an address or an ID, and Hope Restored Mission focuses on those elements. Mr. Ballesteros shared a story about a recently released inmate referred to Emmanuel Labor by police, demonstrating that a relationship already exists. Board Member Wilkes asked about considerations for traffic flow and parking, and Ms. Sanchez shared that they are already working with church neighbors and MISD administration offices to create co-parking agreements. Board Member Lloyd acknowledged that he knows this project has community support and asked about the ability to grow and ability to address transportation issues. Ms. Sanchez stated that they are willing to start bigger if funding is there, but at this moment the project they have presented is within the scope of their anticipated resources. Regarding transportation, there is a commitment from One Heart McKinney to partner with transportation solutions and technology solutions. She added that they are requesting grant funding for staffing drivers. Ms. Sanchez reiterated that this is a social services resource center not a homeless center, adding that the space will have an area for homeless in the back to not deter those who need resources. Ms. Sanchez confirmed that the Hub would be a second location for Hope Restored Mission, adding that Hope Restored already receives McKinney funding through CBDG funds. Mr. Ballesteros confirmed that the Salvation Army will remain as the City's warming station, and they may be adding a second location for warming. Secretary Riche and Chair Richardson-Woods thanked Ms. Sanchez for her presentation and discussion, and Chair Richardson-Woods asked Board members to provide additional questions to President Schneible.

Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Wilkes, to close the public hearing.

24-1806 Chair Richardson-Woods called for consideration/discussion/action on Proposed MCDC Fiscal Year 2025 Budget. President Schneible shared the proposed FY 25 budget as reviewed by the Finance Committee and initially discussed in the July 9 strategic planning meeting. Highlights include:

- Total revenue is budgeted at approximately \$25.8 million including just over \$24.5 million from sales tax, \$994,000 from interest, and \$217,970 from TUPPS.
- Personnel is budgeted at \$455,423 and is 2% of the total budget. The increase includes the additional staff person.
- Operations is budgeted at just over \$769,000 and is 3% of budget.
- The category of marketing and promotions is budgeted at just over \$623,000, slightly higher than last year, to increase marketing through promotional channels and Byron Nelson.
- Funding for grants is budgeted at \$20 million, which is 79% of the total budget.
- Legal and consulting line items remain small at \$148,000.
- Debt service on Apex is budgeted at \$1.7 million.
- Support for MPAC remains at \$500,000.
- The budget reflects retaining a 5% Operating Contingency (\$1,251,963).

Ms. Schneible presented a graph indicating increases by category. Revenue increases are from sales tax and from the TUPPS lease. Regarding expenses, most significant increases are in grants and the added contingency budget. She shared a visual breakdown of grants by category as follows:

- Parks and Recreation – \$5.5 million;

- Affordable Housing – \$4 million;
- Pipeline Projects – \$3 million;
- Discretionary Projects (10% of revenue) – \$2.5 million;
- Economic Development – \$2 million;
- Roadway Infrastructure – \$1.7 million;
- Airport – \$1 million;
- Retail Development Infrastructure – \$400,000 with \$100,000 dedicated to fire suppression;
- Promotional and Community Events – \$250,000; and
- HUB 121 Sales Tax Grant -- \$20,000.

Board Member Booth asked for clarification about the increase in personnel cost, and Ms. Schneible verified that this reflects the new position with benefits and the annual salary and benefits increases calculated by HR. Vice Chair Kelly asked about budget versus actual for project grants. President Schneible stated that projects funded out of fund balance were for special requests not considered as discretionary projects, adding that we have added to the fund balance each year. Accounting Manager Chance Miller added that grants awarded are not always appropriated in the year they are awarded. Vice Chair Kelly stated that the budget reflects 79% of the total budget being allocated to Board priorities, but the actual number is higher when considering MPAC operations, debt service on Apex, etc., making that percentage closer to 88%. Ms. Schneible added that while MCDC allocates \$5.5 million for Parks annually, the Apex debt service of \$1.7 million is not included in that total. Board members unanimously approved a motion by Board Member Wilkes, seconded by Vice Chair Kelly, to approve the proposed MCDC Fiscal Year 2025 Budget as presented.

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

Chair Richardson-Woods acknowledged President Schneible's upcoming birthday, thanking her for her dedication and leadership. Chair Richardson-Woods thanked Board members for their involvement in the community beyond official MCDC Board business. Secretary Riche reported that the DCI event was tremendous, and that Maylee Thomas Band performed to a large crowd at Hub 121, a park area funded by MCDC. He encouraged everyone to participate in the LoveLife Foundation backpack drive. Vice Chair Kelly shared his appreciation for the Board. He commented that the large group at today's meeting shows resident commitment to making McKinney an amazing place to live and work. He thanked Mayor Pro Tem Dr. Geré Feltus and Councilman Michael Jones for their time and contribution to the work of the MCDC Board. He thanked Ryan Mullins for being responsive to questions on Saturday and encouraged everyone to try kayaking on Towne Lake, a project funded through MCDC. Board Member Booth acknowledged the roomful of McKinney residents serving our community and shared that her personal time commitments to serving McKinney have made an impression on her daughter, who is already thinking about how she will serve her community someday.

Chair Richardson-Woods recessed the meeting into Executive Session at 11:02 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters included Project 4B24-09 (McKinney Parks & Recreation), Project 4B24-10 (Boys & Girls Club of Collin County), Project 4B24-11 (YMCA of McKinney), Project 4B24-12 (McKinney Parks & Recreation), Project 4B24-13 (Habitat for Humanity of Collin County), Project 4B24-14 (McKinney Main Street), Project 4B24-15 (Sanchez Charities), Project 4B20-09 (TUPPS Brewery & Entertainment Destination), Project 4B17-04 (Craig Ranch Resort Hotel), Project Vibes, and Project Hemisphere. No action will be taken from executive session discussions.

Chair Richardson-Woods reconvened the meeting of McKinney Community Development Corporation back into regular session at 11:36 a.m. There was no action taken after Executive Session.

Chair Richardson-Woods called for a motion to adjourn. Board members unanimously approved a motion by Secretary Riche, seconded by Board Member Lloyd, to adjourn. Chair Richardson-Woods adjourned the meeting at 11:36 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