

**JOINT MEETING OF THE MCKINNEY ECONOMIC DEVELOPMENT CORPORATION  
AND MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**APRIL 16, 2024**

The McKinney Economic Development Corporation met in joint session with the McKinney Community Development Corporation in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, April 16, 2024, at 8:00 a.m.

MEDC Board members Present: Chairman Brian Loughmiller, Secretary/Treasurer Thad Helsley, Julie Williams, Mark Denissen, Scott Woodruff, Robert Hamilton, and alternate Chantelle Kadala.

Absent: Vice Chairman Kurt Kuehn.

MCDC Board members Present: MCDC Board Chair Angela Richardson-Woods, Secretary David Riche, Treasurer Deborah Bradford, Mary Barnes-Tilley, Chris Wilkes, and alternate Markus Lloyd.

Absent: Vice Chairman David Kelly, Board member Joy Booth.

Staff Present: President Michael Kowski, Senior Vice President Michael Talley, Director of Business Retention & Workforce Development Madison Clark, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Marketing & Social Media Manager Luke Gajary, MCDC President Cindy Schneible, MCDC Grant Program & Marketing Manager Linda Jones, City Manager Paul Grimes, Assistant City Manager Barry Shelton, MEDC Attorney Mark Houser, and Visit McKinney Executive Director Aaron Werner.

There WERE 4 guests present.

Chairman Loughmiller on behalf of the McKinney Economic Development Corporation and MCDC Board Chair Angela Richardson-Woods on behalf of the McKinney Community Development Corporation called the meeting to order at 8:04 a.m. after determining a quorum of their respective governing bodies present.

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

**24-1437** Chairman Loughmiller called for a Chapter 380, Grant, and Development Agreement by and Among City of McKinney, Texas, McKinney Economic Development Corporation, McKinney Community Development

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Corporation, and Notes Live, Inc.

MEDC President Michael Kowski and Notes Live President & Chief Operating Officer Bob Mudd each gave a presentation on the request.

Chairman Loughmiller on behalf of MEDC and Board Chair Richardson-Woods on behalf of MCDC recessed the meeting into Executive Session at 8:51 a.m.

Chairman Loughmiller on behalf of MEDC and Board Chair Richardson-Woods on behalf of MCDC reconvened the meeting into open session at 9:10 a.m.

MEDC Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Hamilton, to Approve the Chapter 380 Grant, and Development Agreement by and Among City of McKinney, Texas, McKinney Economic Development Corporation, McKinney Community Development Corporation, and Notes Live, Inc.

MCDC Board members unanimously approved the motion by Board member Barnes-Tilley, seconded by Secretary David Riche, to Approve the Chapter 380 Grant, and Development Agreement by and Among City of McKinney, Texas, McKinney Economic Development Corporation, McKinney Community Development Corporation, and Notes Live, Inc.

MCDC Board Chair Richardson-Woods called for a motion to Adjourn the MCDC Board.

MCDC Board members unanimously approved the motion by Secretary Riche, seconded by Board member Wilkes, to adjourn the MCDC Board.

MCDC Board Chair Richardson-Woods adjourned the MCDC Board at 9:12 a.m.

**24-1433** Chairman Loughmiller called for Minutes of the McKinney Economic Development Corporation Meeting of March 19, 2024.

Board members unanimously approved the motion by Board member Woodruff, seconded by Secretary/Treasurer Helsley, to approve the Minutes of the McKinney Economic Development Corporation Meeting of March 19, 2024

**24-1434** Chairman Loughmiller called for the Minutes of the McKinney Economic

Development Corporation Special Meeting of March 4, 2024.

Board members unanimously approved the motion by Board member Woodruff, seconded by Secretary/Treasurer Helsley, to approve the Minutes of the McKinney Economic Development Corporation Special Meeting of March 4, 2024.

**24-1435** Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced we are in the process of hiring a Director of Housing & Community Development and Director of Code Services. Cristel Todd is serving as Interim Director of Housing & Community Development and Michael Quint is serving as Interim Director of Code Services. Mr. Grimes announced May 4<sup>th</sup> is the City of McKinney bond election and early voting begins on April 22<sup>nd</sup>. There are five propositions for bond election. Mr. Grimes announced the primary runoff election for State Representative is on May 28<sup>th</sup> with early voting from May 20<sup>th</sup>-24<sup>th</sup>. Mr. Grimes announced there have been 29 petitions for liquor licenses in the City of McKinney, 18 of which have been approved, and 11 are pending. Mr. Grimes announced we have reaffirmed our ISO Class 1 rating with the McKinney Fire Department. Mr. Grimes announced the estimated population as of April 1<sup>st</sup> is 216,517.

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced Visit McKinney is entering a busy season which was kicked off with the Solar Eclipse weekend. Mr. Werner congratulated everyone on a successful Arts in Bloom Festival last weekend with the McKinney Main Street team. This weekend is the Lonestar Celtic Festival and Highland Games at Myers Park. This is the first year in McKinney. Mr. Werner announced this weekend is also the Book.io Con. Mr. Werner noted Book.io is a local partner downtown. Mr. Werner announced Visit McKinney and Communications head up the welcome booth at one of the main entrances. This year there will be a brand-new set of golf clubs, a bag, and a full weekend stay in McKinney. Visitors can enter to win as

they walk through the entrance. There will be a photo booth and giveaways with the new McKinney golf logo that was created for this event. Mr. Werner announced round two of the tourism and marketing grants are live right now. Mr. Werner announced if you know anyone putting on an event or has an activity that increases tourism in McKinney, share the link from the Visit McKinney pages. Applications are due by May 10<sup>th</sup> and the Visit McKinney Board will vote on applications at the next Visit McKinney Board meeting. Mr. Werner thanked the MEDC team for their partnership in connecting Visit McKinney to corporate clients and other partners in the community. This allows Visit McKinney opportunities to assist with tourism-related items and hotel nights.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced the Marketing Committee has no updates to share.

Finance Committee- Chairman Loughmiller announced the Finance Committee has no updates to share.

Real Estate Committee- Secretary/Treasurer Helsley announced he was out of town for the Real Estate Committee meeting and has no updates to share.

Innovation Fund Committee- Board member Denissen announced the Innovation Fund Committee has no updates to share.

Governance Committee- Chairman Loughmiller announced the Governance Committee has no updates to share.

Board Chairman- Chairman Loughmiller announced he has no updates to share.

**24-1436** Chairman Loughmiller called for the MEDC Monthly Reports.

KPI Report- Senior Vice President Michael Talley announced we are becoming more transparent with tradeshow and missions and national site selector events. There was no reason why it wasn't included in the past. We are now tracking industry events as well. Mr. Talley noted Mr.

Kowski is speaking at a NTCAR event alongside the Allen and Frisco EDCs. Innovation Fund Applications had 5 in March and 13 year-to-date. Mr. Talley announced we received approval to attend Collision in June. Collision is a startup conference where about 40,000 people attend, around 115 countries are represented, and around 2,000 startups pitch at the event. Mr. Talley noted we will be taking some of our startups with us.

Marketing Report- Marketing & Social Media Manager Luke Gajary announced the PlugAndPlay announcement and launch date reveals a lot about multi-channel marketing strategy. Mr. Gajary noted we had the advantage of being the third city in Texas to launch a PlugAndPlay center, so we got to take notes of marketing opportunities missed by other cities. We launched a press release, recorded a podcast episode with Kevin Parakkattu of PlugAndPlay, and then blasted everything on social media. Mr. Gajary noted a lot of people need to see seven exposures to something before they understand it or buy into it. Mr. Gajary encouraged everyone to view the podcast episode with Kevin as well as a four-minute explanation video of how PlugAndPlay operates.

Organizational Report- President Kowski announced we have a joint meeting scheduled next week with City Council. The topic is "strategy". Mr. Kowski noted he and our facilitator, Doug, are still working on the document, and will speak with Mr. Grimes on whether we are ready to proceed with the meeting or not.

**24-1438** Chairman Loughmiller called for Authorizing a Grant of \$1,781,000 to the City of McKinney to Fund the Planning and Design of Roads, Parking, and Utilities as Part of the Airport Eastside Design Project.

Assistant City Manager Barry Shelton gave a presentation on the request.

Board members unanimously approved the motion by Board member Denissen, seconded by Board member Williams, to approve Authorizing a Grant of \$1,781,000 to

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the City of McKinney to Fund the Planning and Design of Roads, Parking, and Utilities as Part of the Airport Eastside Design Project.

Chairman Loughmiller recessed the meeting into Executive Session at 9:36 a.m.

Chairman Loughmiller reconvened the meeting into open session at 10:01 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Woodruff, to approve terms for Project Pantheon as discussed in Executive Session.

Board members unanimously approved the motion by Board member Denissen, seconded by Board member Hamilton, to Adjourn.

Chairman Loughmiller adjourned the meeting at 10:02 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes were approved by the MEDC members on May 21, 2024, and referred to the McKinney Community Development Corporation for approval.

**McKinney Economic Development Corporation**

SIGNED:

\_\_\_\_\_  
BRIAN S. LOUGHMILLER  
MEDC Chairman

Date: \_\_\_\_\_

\_\_\_\_\_  
THAD HELSLEY  
MEDC Secretary/Treasurer

**McKinney Community Development Corporation**

SIGNED:

\_\_\_\_\_  
ANGELA RICHARDSON-WOODS  
MCDC Chair

Date: \_\_\_\_\_

\_\_\_\_\_  
David Riche  
MCDC Secretary