

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JULY 18, 2023

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, July 18, 2023, at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Kurt Kuehn, Secretary/Treasurer Thad Helsley, Julie Williams, and Mark Denissen.

Absent: Mohamed Kacem, alternate Scott Woodruff.

City Council Present: Councilman Rick Franklin, Councilman Justin Beller.

Staff Present: President Peter Tokar, Senior Vice President Michael Talley, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Special Projects & Events Manager Emily Linares, MEDC Project Manager Caroline Causey, City Manager Paul Grimes, MEDC Attorney Mark Houser, MDCDC President Cindy Schneible, and Visit McKinney Meeting & Event Services Manager Alisha Holmberg.

Chairman Loughmiller called the meeting to order at 8:00 a.m. after determining a quorum present.

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

23-0556 Chairman Loughmiller called for Minutes of the McKinney Economic Development Corporation Meeting of June 20, 2023.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Denissen, to approve the Minutes.

23-0557 Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced City staff went to Washington, D.C. last week to meet with elected delegation in Washington, Senators Ted Cruz and John Cornyn as well as Congressman Keith Self and Federal Aviation Administration staff. The main subject was McKinney National Airport and City Council's recalibration of goals relating to the airport. City staff also conveyed to

the FAA that City Council and City staff are still interested in passenger service in whatever reasonable method possible. Mr. Grimes announced August 11th will be the annual budget presentation in the Council Chambers. In early August we present to City Council and in early to mid-September City Council will adopt the budget. There was about \$14 million in requests and about \$6.5 to \$7 million to offer in the supplemental budget. Mr. Grimes noted staff is currently finalizing the budget process to prepare for August 11th.

Chamber of Commerce- McKinney Chamber of Commerce President Lisa Hermes announced today is the quarterly luncheon with speakers talking about a community health assessment and then transitioning into an interview with new McKinney Independent School District Superintendent Shawn Pratt and members of his staff. Ms. Hermes announced August 22nd is the next Business Development Update. There will be updates from McKinney Economic Development Corporation President Peter Tokar and McKinney Community Development Corporation President Cindy Schneible. Ms. Hermes announced the Chamber is excited for their new community-facing website, McKinneytoday.com, which will soft launch on July 26th. A larger launch will be on August 18th. This will coincide with the annual Reader's Choice Best of McKinney awards. The community can vote for who they think the best restaurants, roofers and a lot of retail service businesses are. Ms. Hermes announced the annual new teacher welcome breakfast will be August 2nd where 250 to 300 new teachers will be welcomed to McKinney ISD.

Community Development Corporation- MCDC President Cindy Schneible announced the MCDC Board met yesterday for a discussion about strategic priorities. There was a lot of time spent discussing the Board's commitment to collaboration with partners across the city. Ms. Schneible noted she looks forward to continuing to work with the MEDC,

and city partners as the new fiscal year approaches. Time was also spent reviewing projects that were funded against existing priorities. Ms. Schneible announced the MCDC Board meeting will be a week from this Thursday and there will be public hearings for seven project grants that were received during the month of June. The MCDC Board will take action on eleven promotional and community event grants for fall and early spring events. Retail infrastructure development grants are being accepted through the end of July and will be presented to the MCDC Board in August. Tupps Brewery is still working on a temporary certificate of occupancy for August. They are testing their equipment in the brewery, and it is going well. There were some structural issues encountered in one of the buildings that will become the taproom, so this may push the final completion date back.

Visit McKinney- Visit McKinney Meeting & Event Services Manager Alisha Holmberg announced she is filling in for Visit McKinney Executive Director Aaron Werner while he is at the Destinations International Conference in Dallas. Ms. Holmberg announced the Drum Corps International event is next week in McKinney. Monday there will be a drum expo event at Stix Icehouse with four corps. One of those drum corps is not touring this summer, so this will be the only event to watch them perform. Next Tuesday will be the big event at MISD Stadium, with about eight corps in the competition. Ms. Holmberg announced Mr. Werner and a Visit McKinney Sales Manager will attend Connect Marketplace in August. This is an opportunity to focus on sports-related tourism along with the Parks & Recreation Department. Information was put together to share with event planners coming in so that they can book their sports events here in McKinney. Mr. Werner will also be attending National Collegiate Athletics Association symposium to try to attract more high-level Division I, Division II, and Division III championships to McKinney.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced the Marketing Committee met on July 7th and reviewed the 2nd quarter sponsorships and events, discussed the MEDC property signage, and 30th anniversary planning is underway.

Finance Committee- Board member Denissen announced the most recent Finance Committee meeting was canceled.

Real Estate Committee- Secretary/Treasurer Helsley announced the Real Estate Committee met last Wednesday and have several items to discuss in Executive Session today.

Governance Committee- Chairman Loughmiller announced the Governance Committee met and discussion included communicating information to the public and stakeholders. The outgrowth of some of that today will be seen through the reports provided by MEDC staff today.

Innovation Fund Committee- Board member Denissen announced the Innovation Fund Committee met in June and discussed Project Rocket, which is on the agenda for Executive Session today.

Board Chairman- Chairman Loughmiller had no report.

23-0558 Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- President Tokar announced MEDC has had a busy month. There has been a lot of new project activity, and meetings with counterparts, brokers, and site selectors. President Tokar announced Senior Vice President Michael Talley and MEDC Project Manager Mike Wilkes attended an innovation and startup conference called Collision in June. Collision is one of the larger conferences geared solely towards promoting startup tech companies. A lot of prospects were received for the Innovation Fund, and we are considering a potential booth at Collision in the future. President Tokar noted Madison Clark, Director of Business Retention & Workforce Development, attended a professional training course at Business Retention & Expansion

International in June as well. President Tokar announced we are going to break up our reports to give a more in-depth look at some things.

KPI Report- Senior Vice President Michael Talley announced he worked with Social Media & Marketing Manager Luke Gajary to edit the monthly KPI Report. Active Project Pipeline you have seen in the past, Community Forum, (SVP Talley noted MEDC staff had a good meeting with our City Council Liaisons about how to get in front of our community, our residents, and showcase how they are impacted by what we do at MEDC). Familiarization (FAM) tours, trade shows and missions, BRE visits, current contracts and contracts pending, you've seen in the past. We have added the Innovation Fund to the KPI Report. We will start putting the number of Innovation Fund applications from the past month and the number of year-to-date Innovation Fund applications under "Applications". SVP Talley noted you will see a bump in the number of applications after the Collision conference in June, due to he and Mr. Wilkes' having received close to 100 leads to follow up on from that conference. If we are attending a conference whether it be a local event or domestic or international travel, we will include this under "Ecosystem Events". Lastly, the number of closed year-to-date and pending close Innovation Fund projects will be listed under "Closed IF Projects". There is one year-to-date closed and three pending. "Closed" means the agreement has been executed. "Pending" means the project is done with legal but is sitting on our side or theirs. The target active Innovation Fund projects is ten.

Marketing Report- Social Media & Marketing Manager Luke Gajary announced the Instagram, LinkedIn and Facebook followers are increasing slowly, which is a good thing, we are gaining traction. Mr. Gajary announced we have learned some things about some of our top-performing content. The audio version of the McKinney Momentum podcast recently clicked over 250 downloads in the past 30 days, and on

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YouTube the same content hit 311 views in the past 30 days. Mr. Gajary noted we are seeing some good growth and good engagement with that content. What resonates is when we coincide the marketing with events. For example, Drew Reiss and ILS Gummies- the launch of that podcast episode coincided with the ILS Gummies grand opening and ribbon cutting. This then led into the BIO event in Boston, which was a life science conference. When we can gain momentum with that content working together, it is a helpful content engine.

Chairman Loughmiller called for Public Comments for items not on the agenda and there were none.

Chairman Loughmiller called for Board comments and there were none.

Chairman Loughmiller recessed the meeting into Executive Session at 8:20 a.m.

Chairman Loughmiller reconvened the meeting into open session at 10:35 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Vice Chairman Kuehn, to approve changes to WSD as discussed in Executive Session.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Williams, to Adjourn.

Chairman Loughmiller adjourned the meeting at 10:36 a.m.

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

These minutes approved by the MEDC members on: August 15, 2023

BRIAN S. LOUGHMILLER
Chairman

THAD HELSLEY
Secretary/Treasurer