

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JANUARY 16, 2024

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, January 16, 2024, at 9:00 a.m.

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

City Council Present: Mayor George Fuller, Councilmen Rick Franklin, Justin Beller, and Patrick Cloutier.

Staff Present: President Michael Kowski, 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, MEDC Project Manager Caroline Causey, MEDC Project Manager Mike Wilkes, City Manager Paul Grimes, MEDC Attorney Mark Houser, Accounting Manager Chance Miller, MCDP President Cindy Schneible, and Visit McKinney Executive Director Aaron Werner.

There were 3 guests present.

Chairman Loughmiller called the meeting to order at 9:01 a.m. after determining a quorum present.

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

24-1100 Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of December 19, 2023.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Williams, to approve the Minutes of the McKinney Economic Development Corporation Meeting of December 19, 2023.

24-1101 Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced we are in the process of recruiting a new Parks and Recreation Director. We are down to eight semifinalists. Interviews will be conducted next week and narrow

it down to two or three finalists. Mr. Grimes announced there are fabulous candidates from throughout the country. Mr. Grimes noted McKinney is an attractive place for candidates for all different positions. Mr. Grimes announced at the February 6th meeting City Council will meet to consider calling an election for the May 2024 Bond election. The Bond committee gave their report to City Council before the holidays. Mr. Grimes announced next week, January 23rd is the Joint meeting between City Council and MEDC. Mr. Grimes noted he and Mr. Kowski are working on an Agenda that will be meaningful to both entities. Mr. Grimes announced the City Council's annual strategic goal setting meeting will be February 16th in the Council Chambers. This is an annual, half-day session and is very important to the budget cycle. The City Council shares their strategic priorities and City staff puts together measurable Key Performance Indicators. The City Council then approves the new KPIs and adopts them by May. City staff then finalizes the budget-making process to make sure the budget is in alignment with the Council's strategic goals.

Chamber of Commerce- Chamber of Commerce President Lisa Hermes announced the Annual Business Meeting will be January 25th. The outgoing chair will be honored, and oncoming Board members will be welcomed. Ms. Hermes announced the next Business Development Update, cohosted with MEDC, will be rescheduled due to scheduling conflicts among the speakers. The topic will be "quality of life" and how it affects economic development. Visit McKinney, downtown McKinney, MCDC, and the Parks department will share the work they do. Ms. Hermes announced the next CEO series coming up will be on February 22nd. It is in partnership with the Collin County Black Chamber of Commerce for Black History Month. Dallas Mavericks CEO Cynt Marshall will be the featured CEO. Tickets are free, but seating is limited, so registration is required. Ms. Hermes announced the Chamber Community Awards will be February 23rd. Ms. Hermes announced the Chamber

selection committee met and chose the small business of the year, large business of the year, Carey Cox Outstanding Citizen of the Year. Ms. Hermes announced the person who will be receiving the Carey Cox Outstanding Citizen of the Year award is sitting in this room. Someone who has had a long service with the City of McKinney, served on numerous Boards and Commissions, served on City Council for two terms, Mayor of McKinney for two terms, and continues to serve on Boards and Commissions. Ms. Hermes congratulated Chairman Loughmiller for his service and leadership.

Community Development Corporation- MCDC President Cindy Schneible congratulated Chairman Loughmiller on his award. Ms. Schneible announced the MCDC Board meets next week and will take action on 13 promotional grant applications that were received. There will be a public hearing on a project grant submitted by Mane Gait. They have initiated what they are calling “the beacon project” for expansion and improvements onsite. Their ask of MCDC is for support for a community event plaza and walking trail. Ms. Schneible announced MCDC is currently accepting retail infrastructure grant applications through the end of this month. Ms. Schneible announced last week the MCDC Tupps subcommittee met onsite at Tupps Brewery and walked the site. Ms. Schneible noted they are in the process of going through final inspections. Ms. Schneible announced at the Chamber Community Awards MCDC gives out two quality of life awards: one to an individual and one to an organization. MCDC is accepting applications through this Friday. Last year’s winners were the Seed Project Foundation and Rob Temple.

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced the Visit McKinney is fully staffed. Amber Lacy is the new Digital Communications Coordinator and will handle the Visit McKinney social media moving forward. Paula Martin is the new Executive

Assistant. Paula recently retired from McKinney ISD and is a phenomenal addition to the Visit McKinney team. Mr. Werner announced Visit McKinney is entering into an agreement with Tom Burnett. Tom was the previous commissioner for the Southland Conference and brought the FCS Championship game to Frisco. Tom will help with NCAA projects and help plan potential future sports tourism opportunities for the City of McKinney. Mr. Werner announced the Highland games are moving to McKinney, relocating from Grapevine. The games will be at Myers Park on April 20th and 21st. General admission tickets will be available to watch Scottish Highland games. Mr. Werner noted to visit lonestarclectic.org for ticket information.

MEDC Committee Updates:

Marketing Committee- Board member Williams announced the Marketing Committee did not meet.

Real Estate Committee- Secretary/Treasurer Thad Helsley announced the Real Estate Committee had a long meeting and has several items to discuss in Executive Session today.

Finance Committee- Vice Chairman Kuehn announced the Finance Committee met and discussed goals for the committee, current leasing activity at KDP and discussed what they are looking for with the Byron Nelson. Questions about line items in the budget were also answered.

Innovation Fund Committee- Board member Denissen announced the Innovation Fund Committee will meet this week.

Governance Committee- Chairman Loughmiller announced he will get with the committee members to schedule a meeting in the next few weeks.

Board Chairman- Chairman Loughmiller announced the MEDC Board retreat is March 4th. Chairman Loughmiller asked Mayor Fuller if the MEDC Board could get feedback after the City Council after their retreat on strategies for MEDC-owned properties and development. Chairman

Loughmiller noted this is a subject talked about quite often in MEDC meetings and it would be helpful to get City Council feedback, so we are walking the same path.

24-1102 Chairman Loughmiller called for the MEDC Monthly Reports.

KPI Report- Marketing & Social Media Manager Luke Gajary announced he is filling in for SVP Talley. While this is the December report, there will be an annual KPI report coming soon. Mr. Gajary noted we are an award-winning KPI report-producing organization after winning a second-place award from the IEDC. Mr. Gajary noted there are 33 projects in the active project pipeline due to the team being very active in the community and beyond, as well as the Innovation Fund pipeline being consistently full. Mr. Gajary noted it is a long-standing idea that you can't send emails during holidays because no one will read it. However, due to the announcement with plug and play and other events during December, the newsletter schedule got pushed back. We received the highest email open rate ever (over 40% open rate) as a result of being sent on the days between Christmas and New Year. Mr. Gajary said this is something to note for future emails. Mr. Gajary noted website visitor traffic is very high as well, perhaps because of the emails being opened.

Organizational Report- President Kowski announced SVP Talley is not here today, but he recently celebrated his two-year anniversary with the City of McKinney. Mr. Kowski announced MEDC Project Manager Mike Wilkes has been working on a portfolio book of all the Innovation Fund companies and is about 99% ready to share this with the Board. Mr. Kowski noted if you or someone in your family need volunteer hours to check out Volunteer McKinney and the Parks Foundation.

24-1103 Chairman Loughmiller called for the November 2023 Financials. Accounting Manager Chance Miller announced auditors are still working on closing out Fiscal Year 2023. The numbers will be taken to City Council in February and MEDC as well. Mr. Miller noted in early March

he will work with President Kowksi on the budget process. Mr. Miller announced there was a little over \$2.1 million dollars, the majority of which was in sales tax revenue. There was almost \$100,000 in interest income. For expenditures, there was \$172,000 in operational expenses, \$245,000 in project expenses, and \$237,000 in non-departmental which is mostly the transfer for future debt-service payments. Total net increase was \$1.5 million for the month of November. For sales tax there was a 5.2% increase in McKinney. We are trending above budget and our sister cities. Mr. Miller announced for sales tax by industry, everything looks steady.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Secretary/Treasurer Helsley, to Approve the November 2023 Financials.

24-1104 Chairman Loughmiller called for Chamber of Commerce Awards Based on Nominations.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Vice Chairman Kuehn, to Approve Company A for the BRE/Encore Wire Award.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Denissen, to Approve Company A for the New Corporate/Business Award.

Board members unanimously approved the motion by Board member Williams, seconded by Secretary/Treasurer Helsley, to approve Company C for the Workforce Development Award.

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 9:31 a.m.

Vice Chairman Kuehn reconvened the meeting into open session at 10:28 a.m.

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

Vice Chairman Kuehn adjourned the meeting at 10:29 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 February 20, 2024.

BRIAN S. LOUGHMILLER
Chairman

THAD HELSLEY
Secretary / Treasurer