

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

MARCH 26, 2026

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Thursday, March 26, 2026, at 8:00 a.m.

Board Members Present: Chair George Fuller, Vice Chair David Riche, Secretary Deborah Bradford, Treasurer Chris Wilkes, Board Members Joy Booth and AJ Micheletto, and Board Alternate Markus Lloyd.

Absent: Board Member Angela Richardson-Woods.

City Council Present: Councilmen Michael Jones and Rick Franklin.

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, MEDC President Michael Kowski, Director of Cultural District Andrew Jones, McKinney Fire Chief Paul Dow, McKinney Fire Battalion Chief Ben Jones, Assistant City Manager Jennifer Arnold, Housing and Community Development Director Margaret Li, Director of Planning Lucas Raley, Audio Visual Technician Joshua Arias, MCDC Grant Program and Marketing Manager Linda Jones, and MCDC Administrative and Marketing Coordinator Anahi Vega.

There were many guests present.

Chair Fuller called the meeting to order at 8:00 a.m. after determining a quorum was present. Board Alternate Markus Lloyd was seated at the dais in Board Member Richardson-Wood's place. Attendees stood for the Pledge of Allegiance.

MCDC presented a video highlighting impact across the City.

26-0237 Chair Fuller called for a Community Partner Spotlight from McKinney Main Street and McKinney Performing Arts Center. The presentation for agenda item 26-0237 posted on the agenda is included in this document as Exhibit A: Community Partner Spotlight. Chair Fuller recognized Treasurer Wilkes for his proactive efforts to highlight MCDC's impact. Board Member Micheletto shared that she previously served on the Main Street Board and commended the Main Street team for their continued

work and dedication. Andrew Jones added that Treasurer Wilkes also served on the Main Street Board. Mr. Jones shared historical photos of Downtown McKinney from the 1980s and early 2000s and highlighted the transformation of the district. MCDC contributed \$8.7 million toward the rehabilitation of the Historic Collin County Courthouse into MPAC and has been an integral partner in making Downtown McKinney a vibrant destination. Since 2016, Downtown has experienced a 126% increase in sales tax revenue. Since 1996, MCDC has contributed more than \$47 million toward Downtown projects. The district is now home to more than 200 small businesses, and approximately 4.8 million visitors were welcomed in 2025. Key events funded by MCDC include Oktoberfest, Home for the Holidays, and Arts in Bloom. MCDC has invested \$671,000 in retail development infrastructure grants in Downtown McKinney. The partnership between MCDC, Main Street, and MPAC continues to support new business development and cultural opportunities in Downtown McKinney. Since 2004, MPAC has hosted more than 4,000 public performances and sold over 250,000 tickets. The facility is home to the McKinney Repertory Theatre and the Young Actors Guild. An overview of the upcoming MPAC renovation project was provided, with guiding principles focused on thoughtful historic preservation, improving customer experience, and increasing traffic to the district. Project details include infrastructure upgrades, renovations to all six public restrooms, and design enhancements guided by a paint archaeologist to reflect the building's historical character. Renderings were presented, including plans to repurpose the original 1930s judge's bench into a bar and serving area. The project timeline estimates completion in November 2026, and the facility will be rebranded as the Courthouse Theatre. Additional MCDC-supported Downtown projects include the Fire Museum, Outdoor Plaza at City Hall, and the Downtown Water Tower restoration now under construction, totaling more than \$7.9

million in investment since 1996. Partnerships and projects such as the Collin County History Museum, Heard-Craig Center for the Arts, Chestnut Square, McKinney Flour Mill, and TUPPS Brewery reflect over \$20.7 million in investment since 1996. MCDC-supported events include Arts in Bloom, Empty Bowls, Día de los Muertos, Krewe of Barkus, Home for the Holidays, Sip and Stroll events, Oktoberfest, Asian Food Festival, and others, which have collectively attracted more than 2.2 million attendees since 2015. Main Street projects supported by MCDC include the Downtown Trolley, holiday décor, neon signs, and wireless speakers, with more than \$500,000 invested since 2017. Chair Fuller shared that Downtown McKinney has undergone a significant transformation since the 1990s. Treasurer Wilkes commended Mr. Jones for his leadership, ideas, and continued efforts.

- 26-0238** Chair Fuller called for an update on the McKinney Fire Department's Neighborhood Heroes Program. Chief Paul Dow presented an automated external defibrillator (AED) and shared that approximately 200 AEDs are currently located throughout the community in parks and public buildings. He explained that many cardiac arrests occur in residential neighborhoods and emphasized the importance of rapid response. The GoodSAM app notifies nearby trained community members when a cardiac arrest occurs, allowing them to respond quickly. The goal of the Neighborhood Heroes Program is to become a "four-minute city," ensuring that no matter where an incident occurs, an AED is accessible within four minutes. Battalion Chief Ben Jones shared that cardiac arrests occur almost daily in McKinney, with just over 200 cases last year. More than 90% happen in homes. Survival rates decrease by 7–10% for every minute without CPR. Training has been provided to MFD 911 dispatchers, and the average dispatch time has been reduced to approximately 54 seconds. Dispatchers are also trained

in telephone CPR to guide callers through the process until emergency responders arrive. Chief Jones explained that the arrival of emergency responders, following a call to 911 takes about eight minutes which leads to lower survival rates. The Neighborhood Heroes program aims to improve outcomes by placing 400 AEDs across the city in the homes of trained residents. Participants will be trained and vetted, and the GoodSAM app will be used to send notifications of nearby cardiac arrest incidents. He noted that the use of an AED can increase survival rates by up to 60%. Outreach efforts include contacting local agencies, businesses, and schools to expand participation and raise funds for AED purchases. All AEDs are connected to a network that allows for tracking, daily self-testing, and guided CPR instructions. In 2024, McKinney had an approximate 10% cardiac arrest survival rate. Through dispatcher training and increased police involvement, the city's current survival rates are approximately 40–45%, with the potential for further improvement through expanded AED access. Chief Jones shared that the department hosts a Phoenix event to recognize cardiac arrest survivors and first responders, where commemorative coins are presented to survivors, dispatchers, firefighters, and police personnel. The estimated cost to operate the Neighborhood Heroes Program over five years is over \$1.1 million, which would fund the purchase of 400 AEDs, system integration and monitoring, and training. Chief Jones shared strategic partnership opportunities and requested assistance in identifying potential funding sources and outreach opportunities. Additional research is being conducted on post-cardiac arrest care. Community members interested in participating in the Neighborhood Heroes Program can register at mckinneyfire.org/hero. Board Member Booth asked if federal grant opportunities had been considered, and Chief Jones responded that the department applied for a UASI grant but was not awarded funding. Chair Fuller shared that he would like to

provide ideas and support for the program. Board Member Micheletto commended the team for their efforts in developing the program. Chair Fuller noted that McKinney's survival rate is significantly above the national average. Chair Fuller encouraged a follow-up meeting with several MCDC Board members to discuss additional ideas and determine how MCDC can further support the program.

26-0239 Chair Fuller called for an update on McKinney Affordable Housing Needs Assessment and Recommendations. Housing and Community Development Director Margaret Li shared that in 2020, Root Policy was engaged to develop a Consolidated Plan for the City, which included a housing market analysis. Root Policy also completed an updated housing needs assessment in 2023, the 2025 Consolidated Plan, and the 2026 Affordable Housing Needs Assessment. The 2026 assessment provides an overview of demographic trends, housing market conditions and housing needs in McKinney. It also summarizes the City's progress since 2020 and includes recommendations to enhance housing affordability. A household is considered house-burdened if more than 30% of its income is spent on housing. Based on U.S. Census data, the median household income in McKinney is approximately \$124,000 and house-burden costs are estimated at \$3,106 per month. Zillow data shows the average mortgage exceeds \$3,000 per month and average rent exceeds \$2,300 per month. Key findings show a significant increase in housing cost burden from 2015 to 2023. In 2015, cost-burdened households were primarily within the 30–50% Area Median Income range. By 2023, the burden increased for households within the 60–80% range. More than 5,000 households in McKinney are spending over 30% of their income on housing. Ms. Li shared that only 1% of ownership units are affordable to households earning between 81–100% AMI which makes homeownership unattainable for many average households. She

noted that individuals working in retail, food service, and healthcare sectors are often unable to afford housing in McKinney. Many dual income households also face challenges finding attainable housing in McKinney. Projections through 2035 show a need for approximately 7,500 rental units and 13,800 ownership units. While current multifamily permitting trends suggest the City is meeting overall unit demand, affordability remains a concern. Past City efforts include affordable housing priorities, financial assistance, housing development and partnerships. Ms. Li noted that additional efforts are still needed. Recommendations from Root Policy focus on expanding capacity, strengthening core efforts and pursuing strategic expansions. Next steps include development of an Affordable Housing Strategy which will outline a vision, guiding principles and goals. An implementation framework will include a strategic plan, annual work plan and monitoring and reporting plan. A draft will be presented to City Council by the end of FY26. Ms. Li invited attendees to the McKinney Affordable Housing Summit on April 13 and thanked MCDC for their support of the Summit. Board Member Booth asked if Root Policy assessed occupancy rates by apartment complex, and Ms. Li responded that she would follow up with an answer.

26-0240 Chair Fuller called for an update on Population Projections from City of McKinney Planning Department. Director of Planning Lucas Raley explained that the McKinney Full Planning Area aligns with the Comprehensive Plan, including the city limits and extraterritorial jurisdiction (ETJ). The Reduced Water Service Area aligns with the decertification application and current city limits. In response to new state laws allowing landowners to remove themselves from the ETJ without city involvement in the decision, the McKinney and other Texas cities are transitioning to a different stage in development. The City can no longer guarantee that they will build out to the defined Full Planning Area. He

added that the City is also working to reduce the wastewater service area. McKinney's population as of January 1, 2026, is just over 237,000. The projected growth for the Full Planning Area over the next ten years is approximately 80,000 residents. This ten-year growth projection is being used to coincide with the impact fee program which is updated every five years. For the Reduced Water Service Area, the current population is over 230,000, with projected growth of more than 70,000 residents over the same period. The projected population for 2034 is approximately 307,000, with a buildout population exceeding 360,000. Mr. Raley presented the Gompertz growth model and shared that McKinney's growth trends have closely followed this model. Historically, the city has grown by approximately 6,000 to 8,000 residents annually. However, in 2025, the population increased by 13,000 residents. He explained that growth is currently outpacing earlier projections. Within the ten-year projection period, the City has already added approximately 36,000 residents in just three years, which represents nearly half of the anticipated projected ten-year growth. The Full Planning Area has an average density of approximately 2,000 people per square mile, while the existing city limits have a higher density of approximately 3,200 people per square mile, with a projected density of 4,200 per square mile. He noted that once projects currently under development are completed, the City is expected to surpass the projected 2029 population from the 2019 Land Use Analysis. From a long-term perspective, over 59,000 additional residents is anticipated. Mr. Raley explained that there is an anticipated trend toward slower growth based on a ten-year rolling average dropping below 5,000 new residents annually. This is projected to occur around 2044 for the Full Planning Area and around 2032 for the Reduced Planning Area. He added that with recent legislative changes, landowners are expected to continue developing outside city limits, although development processes may differ. Board Member Booth

asked whether the ten-year growth projections were based on population or housing units and how units are used to estimate single-family and multifamily development. Mr. Raley explained that projections are based on population density and person-per-unit factors.

Chair Fuller called for public comments regarding matters not on the agenda. Collin County Habitat for Humanity Director of Development John Baublis commended MCDC for its continued work, efforts, and support.

26-0241 Chair Fuller called for a motion on the Minutes of the McKinney Community Development Corporation Meeting of February 26, 2026. Board members unanimously approved a motion by Vice Chair Riche, seconded by Board Member Booth, to approve the minutes.

26-0242 Chair Fuller called for a motion on the Minutes of the Joint City Council and McKinney Community Development Corporation Meeting of March 3, 2026. Board members unanimously approved a motion by Treasurer Wilkes, seconded by Board Alternate Lloyd, to approve the minutes.

26-0243 Chair Fuller called for the Financial Report. Assistant Director of Finance Chance Miller presented the January financials. Revenues were \$2.5 million, primarily from sales tax. Expenses were \$400,000, including \$230,000 in project expenses. Regarding sales tax, January numbers apply to November. McKinney saw an increase of 5.3% compared to a 5% increase for Allen, a 2.4% increase for Plano, and a 9.4% increase for Frisco. McKinney's year-to-date increase is 4.7%. Regarding the industry break-out, retail trade growth remains steady at 5%. Mr. Miller added that staff will soon begin working on the MCDC FY27 budget. Treasurer Wilkes asked about the cause of growth in the accommodation and food service industry. Mr. Miller responded that both new and

existing businesses are contributing to the increase. Board Alternate Lloyd asked about Allen's sales tax performance, and Mr. Miller shared that Allen's higher increase was largely attributed to the recent opening of Costco and related sales activity.

26-0244 Chair Fuller called for Board and Liaison Reports.

Board Chair. Chair Fuller shared that Board members have participated in several community events this month including the TUPPS Silos ribbon cutting, which features six tenants: Peridot Plants, Rolling Cigars, Toasted Simple, Fields of Fidelis, Stockyard Pantry and Ugly Hotel Jewelry. He shared that Lelo's Coffee Shop is expected to open soon on the TUPPS campus. Board members also attended the Habitat Cotton Grove Townhomes Welcome Home event, Hugs Gala, TKI Terminal Tour, and Direction 61:3 BBQ and Bingo event.

City of McKinney. City Manager Paul Grimes recognized Andrew Jones and the Main Street team for their work and efforts. At the March 17 City Council meeting, Council adopted a parameters ordinance for debt issuance. General obligation debt totals \$75 million and includes funding for streets, fire, and public safety. An additional \$25 million in revenue bonds was approved for water utilities. City Council approved a contract for the demolition of the vacant Development Services building, with work expected to begin soon. At the March 24 work session, next steps for Downtown redevelopment were discussed. City Council authorized preliminary design for a parking structure north of Harvest at the Masonic. Plans are also underway to relocate Central Park. McKinney Economic Development Corporation will lead developer outreach efforts for the vacant City Hall site. He added that the City is moving forward with a potential sports complex and commercial development on approximately 300 acres located at Bloomdale Road and Taylor Burk

Drive. A recommendation will be presented at the April 7 City Council meeting.

Visit McKinney. Executive Director Aaron Werner recognized former Visit McKinney staff member Beth Shumate in attendance at the meeting. On March 28, the BMW McKinney Half Marathon is expected to bring around 5,000 runners plus another 5,000 spectators to McKinney. Visit McKinney partnered with Main Street to promote the Chestnut Square Farmers Market, which will be impacted by road closures. Farmers Market will extend its market hours for Saturday and Visit McKinney has prepared special swag bags for runners who go to the market after the race. Upcoming sporting events will take place in McKinney, including the International Girls Cup soccer tournament from April 1–5, with more than 150 teams expected to participate from across the U.S. and beyond. Plans are being finalized for World Cup activities, with TUPPS Brewery serving as a community watch party location. TUPPS has expanded their viewing potential by adding seven large TVs around their site. Mr. Werner will soon be meeting with the general manager of the AC Marriott, which is anticipated to open in late summer 2026. Mr. Werner shared that Visit McKinney will host its second hotelier meeting at City Hall on April 1 to bring the local hotel community together for collaboration.

McKinney Economic Development Corporation. President Michael Kowski shared that there is growing interest from office users seeking to locate in the Downtown area, and that MEDC will lead developer outreach efforts. Kimley-Horn is expanding and will occupy the former Ford dealership site at Louisiana and McDonald streets for its new building location. Cannon Beach continues to move forward and has begun work on its lagoon. Mr. Kowski added that he looks forward to presenting on the MCDC and MEDC partnership at the May MCDC Board meeting as part of MCDC's 30th anniversary presentations.

McKinney Main Street/MPAC. Director Andrew Jones shared that Main Street is launching a new website which will be housed on the Visit McKinney website. A Downtown fire suppression initiative is in progress with various City departments. Currently efforts are focused on gathering data on the existing fire suppression infrastructure in Downtown McKinney. As-built drawings are being collected throughout Downtown to design fire suppression systems with co-located riser rooms. The goal is to protect historic buildings in Downtown. Restoration of the Chestnut Water Tower is underway. The annual yarn bombing installation in Downtown has begun for the spring season. Upcoming events include Arts in Bloom on April 10–12, the Juried Art Show on April 18 at City Hall, and Empty Bowls on April 23 at TUPPS Brewery. Treasurer Wilkes and Board Member Booth commended Mr. Jones for his efforts on the fire suppression initiative.

McKinney Parks and Recreation. Director Amy Kinkade provided updates on several Parks projects:

- Bids for the Erwin Park project have been opened and will be presented to the PROS Board and City Council in April, with construction anticipated to begin in early summer.
- Grady Littlejohn will close next week for construction.
- Signage at Gabe Nesbitt Community Park and improvements to the softball fields are expected to be completed by the end of May.
- Bidding for Wattley Park will open soon with construction anticipated to start in the summer.
- The McKinney Soccer Complex at Craig Ranch phase II is expected to be completed by July.
- The Apex Centre elevator project is underway.

Ms. Kinkade shared that she appreciates the partnership with Visit McKinney. Upcoming events include the International Girls Cup

soccer tournament grand opening ceremony on March 31, Party on the Patio at the Recreation Center at Towne Lake on April 4 and April 11, and Egg Splash at the Apex Centre on March 29. Since the Byron Nelson overlaps Memorial Day weekend, Ms. Kinkade announced that the City's Memorial Day Ceremony will be on Monday, May 25. Ms. Kinkade added that the McKinney Historic Half Marathon route will include park trails, adding that the city staff will be represented well in the race

Chair Fuller recognized Councilmen Rick Franklin and Michael Jones in attendance at the meeting.

26-0245 Chair Fuller called for the President's Report. President Schneible recognized AJ Micheletto, Linda Jones, and Anahi Vega for their efforts in organizing the inaugural "AMPLIFY" workshop for promotional grant recipients which was held on March 5. The workshop covered promotional opportunities, preferred pricing options, and storytelling. The Affordable Housing Summit will take place on April 13, with Dr. Cullum Clark serving as the keynote speaker. Secretary Bradford will serve as emcee, and Michael Kowski and Kathryn McGill will serve as panel moderators. Ms. Schneible directed Board members to the attached reports.

26-0246 Chair Fuller called for consideration/discussion/ action on a Project Grant application submitted by Presidium Group, LLC, (4B26-04) in an amount of thirteen million six hundred thirty-four thousand six hundred thirty-eight dollars and 49/100 dollars (\$13,634,638.49) for infrastructure improvements related to development of The Cotton Mill District, located at 610 Elm Street in McKinney, Texas. The request represents 71.3% of infrastructure cost. Chair Fuller stated that the application has been withdrawn by the applicant, and no Board action is required.

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

Chair Fuller called for board comments. Board Member Micheletto recognized the MCDC team for organizing the “AMPLIFY” workshop for promotional grant recipients. Secretary Bradford recognized Margaret Li for the North Collin County Neighborhood Conference and Michael Kowski for attending and sharing information. She invited attendees to the NAREB NTX Wealth Building Community Day Meet and Greet at City Hall on March 27 and the NAREB NTX Wealth Building Community Day 100-City Tour on April 18 at Old Settlers Recreation Center.

Chair Fuller recessed the meeting into executive session at 9:33 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters included Project 20-09 (TUPPS Brewery & Entertainment Destination), Project Hemispheres, Venu/Notes Live, Project 4B26-04 Presidium, and Project 17-04 Craig Ranch Resort Hotel.

Chair Fuller reconvened the meeting of McKinney Community Development Corporation back into regular session at 9:56 a.m. He recognized Linda Jones and David Riche for upcoming birthdays.

Chair Fuller called for a motion to adjourn. Board members unanimously approved a motion by Treasurer Wilkes, seconded by Board Member Micheletto, to adjourn. Meeting was adjourned at 9:58 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: April 23, 2026.

SIGNED:

GEORGE FULLER
Board Chair
DAVID RICHE
Board Vice Chair

ATTEST:

DEBORAH BRADFORD
Board Secretary

Exhibit A – Community Partner Spotlight



BACK IN TIME: 80s-EARLY 2000s



DOWNTOWN FROM THE 80s-EARLY 2000s



DOWNTOWN FROM THE 80s-EARLY 2000s



CATALYST: HISTORIC COUNTY COURTHOUSE 2004

- MCDC/City Rehab (\$8.7m investment from MCDC)
- Main Street Program housed inside, Public Restrooms
- MPAC becomes a catalyst for private investment on the square

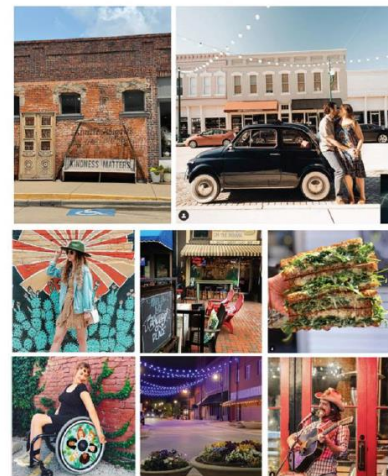


MCKINNEY TODAY



MAIN STREET VISION :

McKinney Main Street champions a vibrant downtown
– the heartbeat of McKinney since 1848.



↑ 126%
INCREASE IN
SALES-TAX
(SINCE 2016)

\$47,000,000+
TOTAL MCDC
INVESTMENTS
SINCE 1996



4.8 MILLION
DISTRICT
VISITS IN
2025!

200+
SMALL
BUSINESSES



TOP 3 EVENTS:
81K- OKTOBERFEST
53K- HOME FOR THE
HOLIDAYS
40K- ARTS IN BLOOM

\$671,000 IN
RETAIL
DEVELOPMENT
GRANTS

MCDC AND MAIN STREET/MPAC

True partners, bringing new business development and culture to Downtown McKinney



MCDC ANNUAL MPAC SUPPORT:

Since 2004:

- 1,323+ public events
- 4,125+ public performances
- Over 253,000+ tickets sold

Home to the McKinney Repertory Theatre
& the Young Actors Guild

Notable acts/entertainment:
Robert Earl Keen, Gatlin Brothers, Asleep
at the Wheel, Charley Crockett, Molly
Ringwald, Marc Broussard, Indigo Girls &
many more!



MPAC RENO 2026: GUIDING PRINCIPLES

Thoughtful Historic Preservation

- Protect and enhance the building
- Weave the courthouse history in the design

Improving the customer experience

- From online experience to the seat

Drive additional traffic to the District

- Increase the quality and quantity of shows



PROJECT DETAILS

Significant infrastructure upgrades:

- Comprehensive work on the HVAC, electrical, railings, plaster and concrete spalling repairs, ADA enhancements, elevator , drainage, and roofing repairs.



Theater upgrades:

- Update theater technology, repair and upgrade the stage, improve acoustics, and add more comfortable seating.

CURRENT PHOTOS:



PROJECT DETAILS

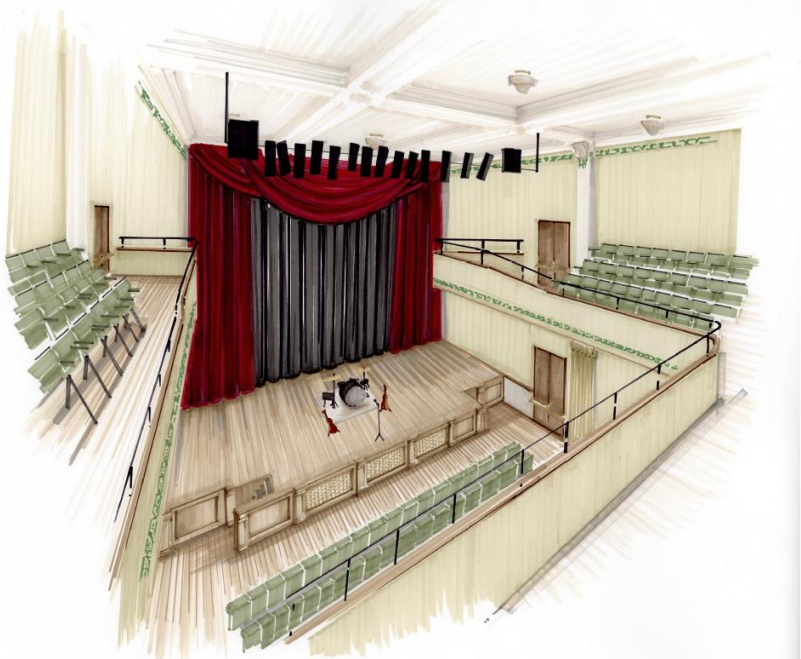
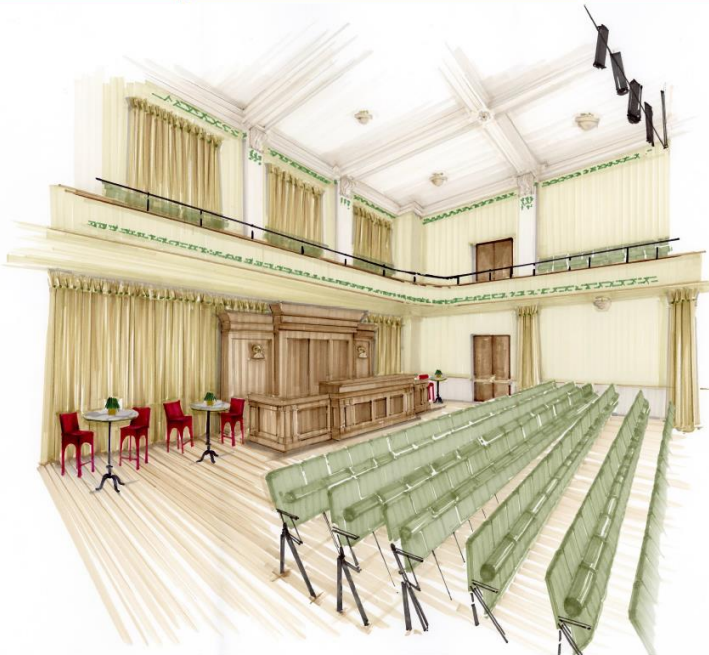
Restroom refresh:

- Update all public restrooms with appropriate period-inspired finishes
- 6 public restrooms throughout the building



RENDERINGS





PROJECT TIMELINE:

Feb 2025: Council approves funding for the renovation

Fall 2025: Texas Historic Commission approves the project, notice to proceed.

Feb 1: Construction began

Summer 2026: Rebrand of MPAC

Nov 2026: Estimated completion



MCDC SUPPORTED DOWNTOWN PROJECTS:

Over \$7.9 million invested since 1996

- Fire Museum
- Police Storefront
- Civic Plaza at City Hall
- Downtown Water Tower Restoration



MCDC INVESTMENTS IN DOWNTOWN PARTNERS/PROJECTS:

Over \$20.7 million invested since 1996

- Collin County History Museum
- Heard Craig Center for the Arts
- Chestnut Square
- Flour Mill
- Tupps Brewery



MCDC SUPPORTED DOWNTOWN EVENTS:

Over a 2.2 million+ event attendees since 2015!

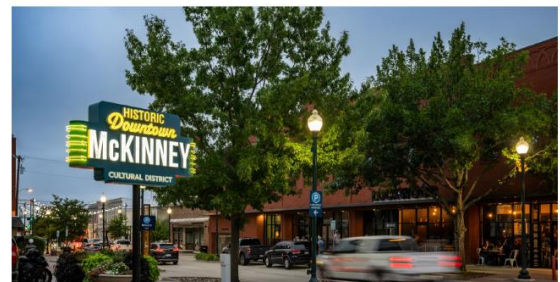
- Arts in Bloom
- Empty Bowls
- Dia De Los Muertos
- Krewe of Barkus
- Home for the Holidays
- Annual Sip and Strolls
- Oktoberfest
- Asianfest & More



MCDC SUPPORTED MAIN STREET PROJECTS:

Over \$500K invested since 2017

- Wireless speakers
- Uplights for MPAC and Mitchell Park
- Better Block in a box
- Holiday Décor
- Neon Signage for the Cultural District
- Downtown Trolley



THANK YOU FOR YOUR
SUPPORT &
PARTNERSHIP!

