

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

OCTOBER 17, 2023

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, October 17, 2023, at 8:00 a.m.

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

City Council Present: Mayor George Fuller, and Councilman Rick Franklin.

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, MEDC Special Projects & Events Manager Emily Linares, MCDL President Cindy Schneible, City Manager Paul Grimes, MEDC Attorney Mark Houser, Accounting Manager Chance Miller, and Visit McKinney Meeting & Event Services Manager Alisha Holmberg.

There was 1 guest present.

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.

23-0847 Chairman Loughmiller called for the Election of Officers.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Williams, to approve the re-election of Brian Loughmiller as Chairman.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Denissen, to approve the re-election of Kurt Kuehn as Vice Chairman.

Board members unanimously approved the motion by Chairman Loughmiller, seconded by Board member Williams, to approve the re-election of Thad Helsley as Secretary/Treasurer.

23-0848 Chairman Loughmiller called for the Minutes of the McKinney Economic

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Secretary/Treasurer Helsley, to approve the Minutes.

23-0849 Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes congratulated President Kowski on his new role and welcomed Board member Hamilton and alternate Board member Kadala to the MEDC Board. Mr. Grimes noted he looks forward to working with all three newcomers. Mr. Grimes announced the next Executive Bond Committee meeting will take place on November 8th at City Hall. The Bond Committee will make a recommendation to City Council in December 2023 or January 2024. Mr. Grimes announced the State of the City will be Thursday, November 2nd. Speakers will include Mayor George Fuller, City Manager Paul Grimes, Collin College President Dr. Neil Matkin, and McKinney Independent School District Superintendent Shawn Pratt.

Community Development Corporation- MCDC President Cindy Schneible announced she would like to congratulate and welcome President Kowski to the MEDC after having the pleasure of working with him through the relationship of the Parks & Recreation Department and the MCDC for several years. Ms. Schneible announced MCDC is launching their first grant cycle. Promotional grant applications will be accepted from November 1st - 30th and project grant applications will open on December 1st. Ms. Schneible announced each year MCDC gives a quality-of-life award to both an individual and an organization at the McKinney Chamber of Commerce Community Awards event in February. Ms. Schneible asked to please keep an eye out for information about the award and the nomination form in November.

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 out of town at a conference. Ms. Holmberg

announced the Visit McKinney promotional grants will open within the next month and the Visit McKinney Board will review the applications. Visit McKinney staff met with the National Collegiate Athletic Association Division II football internal committee to start planning for the NCAA event that will take place in McKinney in December. Visit McKinney staff is working with the Texas Department of Transportation as they bring in their "fall study tour" consisting of Texas travel information center staff, Texas Highway magazines editorial staff, photographers, Texas Parks and Wildlife staff, and TxDOT travel information division staff. There will be about 30 visitors on the tour. Visit McKinney staff will take the group around McKinney so they can share the information they learn with all of the people in their organizations.

MEDC Committee Updates:

Governance Committee- Chairman Loughmiller announced the Governance Committee did not meet.

Finance Committee- Board member Denissen announced the Finance Committee did not meet.

Marketing Committee- Board member Williams announced the Marketing Committee met and discussed current events and began discussion on updating the website.

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

Innovation Fund- Board member Denissen announced the Innovation Fund Committee had a follow-up meeting with Project Rocket and will discuss it in Executive Session today.

Board Chairman- Chairman Loughmiller welcomed President Kowski to the dais. Chairman Loughmiller noted President Kowski has been meeting with the Board members to get an introduction with everyone. Chairman Loughmiller announced one item he has discussed with President Kowski

is a two-hour strategic planning meeting as a Board regarding economic development in McKinney. There is the 121 corridor, east of Highway 5, east of Highway 75, north of Highway 380. There are a lot of different areas the City of McKinney has relative to the McKinney 2040 Comprehensive Plan. Chairman Loughmiller noted it would be good to get input from City Council to make sure we are all aligned. Chairman Loughmiller announced we appoint committee members each year. Chairman Loughmiller asked the MEDC Board members to email President Kowski and himself any preferences in the event they would like to change to a different committee. Chairman Loughmiller announced we will have a discussion and vote at the next Board meeting. Board member Hamilton and alternate Kadala need to be placed on committees. Chairman Loughmiller noted we confirmed alternate Kadala may be a member on a committee and attend Executive Session even if all Board members are in attendance.

23-0850 Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- President Kowski thanked everyone for the outpouring of support. He has been on the team for two weeks and already feels like part of the family. President Kowski thanked MEDC Operations Manager Deana Smithee and MEDC Executive Assistant Melanie Molina for getting him up to speed and gave a special shoutout to Senior Vice President Michael Talley for being a great partner and helping him to learn the ropes of the MEDC organization. President Kowski announced MEDC Special Projects & Events Manager Emily Linares attended the 66th Annual International Festival and Events Association conference recently. At the conference, Ms. Linares was awarded the certificate of “festival and event executive”. Ms. Linares is now one of less than 500 people in the world with this designation. President Kowski congratulated Ms. Linares on her achievement, which took five years to earn. President Kowski asked everyone to be on the lookout for events we have coming up and to please

join us. President Kowski noted it is great to have an army of MEDC and City folks representing all the great things we are doing.

KPI Report- Senior Vice President Talley announced there is one correction to the KPI report. The Project Pipeline number in the Organizational Report is 35, which is correct. The number should also be 35 on the KPI report. There is about \$2.4 billion dollars in the Active Project Pipeline. Mr. Talley announced the Innovation Fund applications really rose in September, one of the reasons being Dallas Startup Week. There are 14 applications, but Mr. Talley noted MEDC Project Manager Mike Wilkes and staff probably searched through three or four times that amount for possible applicants. Mr. Talley announced MEDC Project Manager Caroline Causey is at Site Selectors Guild this week representing MEDC. MEDC Project Manager Wilkes is attending the Texas Economic Development Council “Basic Economic Development Course” this week. MEDC Project Manager Wilkes will attend Executive Session this morning for a presentation on Project Rocket. There will be representation for the Innovation Fund at Venture Dallas next week, and representation at Austin Startup Week in November.

Marketing Report- MEDC Marketing & Social Media Manager Luke Gajary announced a study was done in May of 2021 of top locations one-way rental moving trucks were coming from. This is the list of the top places people are moving away from, New York, Chicago, Boston, San Francisco. MEDC has been running targeted ads to those places to show them McKinney is a great place to land. The website visitor traffic is reflected in the same list as the cities people are leaving. This means our targeted ad campaigns are working; when people are leaving, they are looking at McKinney. Mr. Gajary announced there are a lot of website views coming from Google searches as well. Mr. Gajary announced we are getting McKinney Momentum podcast views through YouTube and noted we are on episode 12 now. Mr. Gajary announced are partnering with a company called Scout. From Scout, we will receive reviews from business owners about what it is like to

do business in McKinney, run a company in McKinney, and what it is like to live, work, and play in McKinney. There will be upcoming content regarding reviews we receive.

23-0851 Chairman Loughmiller called for the August 2023 Financials. Accounting Manager Chance Miller announced the August financials are the 11th month of the fiscal year. There was \$260,000 in operational expenses, \$1.25 million in projects, and \$240,000 in non-departmental (routine) expenses. Total expenses for the month of August were \$1.8 million. There was a net increase of close to \$460,000 going into the fund balance. Sales tax collected in August applies to the month of July sales. McKinney had a 4.9% increase, Allen had a 1.7% decrease, Frisco had an 8% decrease, and Plano had a 3.1% decrease. Mr. Miller noted he reached out to our sister cities regarding their decreases and there is no underlying data. Mr. Miller noted for year-to-date sales tax, McKinney and the sister cities are close in percentages. McKinney is at a 6.2% increase, Frisco is at 6.2%, Plano is at 6.8%, and Allen is at 8.7%. Mr. Miller announced retail trade was down to 1%, but with the last month being 13% it averages out. Utilities were down by 13%, but many businesses are switching to quarterly payments, explaining the percentage change.

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

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 8:32 a.m.

Chairman Loughmiller reconvened the meeting into open session at 10:27 a.m.

Board members unanimously approved the motion by Board member Williams, seconded by Board member Woodruff, to approve Waterboy RE, LLC as discussed in Executive Session.

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

Board members unanimously approved the motion by Board member Denissen, seconded by Secretary/Treasurer Helsley, to approve Project Top Gun as discussed in Executive Session.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Vice Chairman Kuehn, to Adjourn.

Chairman Loughmiller adjourned the meeting at 10:28 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: November 21, 2023.

BRIAN S. LOUGHMILLER
Chairman

THAD HELSLEY
Secretary/Treasurer