

## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**DECEMBER 21, 2023**

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, December 21, 2023, at 8:00 a.m.

**Board Members Present:** Chair Angela Richardson-Woods, Vice Chair David Kelly, Secretary David Riche, Board Members Kathryn McGill and Mary Barnes-Tilley, and Board Alternate Chris Wilkes.

**Absent:** Treasurer Deborah Bradford and Board Member Joy Booth.

**City Council Present:** Councilwoman Geré Feltus and Councilman Michael Jones.

**Staff Present:** President Cindy Schneible, City Manager Paul Grimes, Accounting Manager Chance Miller, Assistant Director of Parks and Recreation Ryan Mullins, MPAC Marketing and Development Specialist Jakia Brunell, Visit McKinney Meeting and Event Services Manager Alisha Holmberg, MEDC President Michael Kowski, and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chair Richardson-Woods called the meeting to order at 8:02 a.m. after determining a quorum was present. Elwaine Johnson, Minister at Throckmorton Church of Christ, offered an invocation. Chair Richardson-Woods acknowledged Councilman Michael Jones in attendance. She shared that Board Alternate Chris Wilkes was seated today, as Secretary Bradford and Board Member Booth were absent. Chair Richardson-Woods led the Pledge of Allegiance.

Chair Richardson-Woods called for a motion on consent items. Board members unanimously approved a motion by Board Member Barnes-Tilley, seconded by Board Member Wilkes, to approve the following items:

- 23-1020** Minutes of the McKinney Community Development Corporation Meeting of November 16, 2023.

**23-1021** Minutes of the McKinney Community Development Corporation Potential Projects Subcommittee Meeting of November 20, 2023.

**23-1022** Chair Richardson-Woods called for the Financial Report. Accounting Manager Chance Miller presented the October financials, which is the first month of FY 24. Revenues were \$2 million, mostly from sales tax. Total expenses were \$150,000 including \$38,000 from project expenses. This yielded a net increase of \$1.8 million. Auditors are completing their work. Final financials for FY 23 will be presented at the January or February meeting. Regarding sales tax, October numbers apply to August, and McKinney saw an increase of 7.2%, with a true increase of 9.6% after audit adjustments. During the same time period, Allen saw an increase of .5% (true increase of 4%), Plano saw an increase of 3.8%, and Frisco saw a decrease of 4.6%. Retail trade shows an increase of 6%. Chair Richardson-Woods called attention to the checks issued report. There were no questions.

**23-1023** Chair Richardson-Woods called for Board and Liaison Reports.  
Board Chair. Chair Richardson-Woods shared that the last 30 days had been busy for the community and Board members. Events with Board representation included District 121 Grand Opening, Collin County History Museum Opening for the new Created in Collin exhibit, Holiday Tour of Homes, Parade of Lights, and McKinney Philharmonic's All-Star Christmas performance. Chair Richardson-Woods expressed appreciation for the many opportunities in McKinney, especially the joy she saw on faces during the parade. She expressed appreciation for Main Street and Public Works staff members for the many extra hours worked throughout the holidays. She thanked President Schneible and Linda Jones for the holiday Board event. At that event, Board members collected record personal donations that were presented to Asia Smith, Director of Hands To Offer. Board Member McGill complimented Jaymie

Pedigo and the Chestnut Square team for the Holiday Tour of Homes and commended McKinney Philharmonic Orchestra on their outstanding holiday concert. Secretary Riche shared that this year's parade had more than 100 floats and groups, and he heard comments from visitors to McKinney regarding the impressive Downtown. Vice Chair Kelly agreed that McKinney is a special city and community with a picture-perfect Downtown that remains busy with shoppers. Board Member Barnes-Tilley shared appreciation for our city and community and encouraged everyone to remember those who don't have as much this holiday season. Board Member Wilkes agreed that Downtown and Farmers Market offer something unique and draw people from beyond McKinney borders. He shared appreciation for the Tour of Homes event as he enjoyed not only the holiday décor but learning the history of the homes. Chair Richardson-Woods added that she and Councilman Jones joined other community leaders at an event at Woodside Village Apartments organized by Pastor Wattley and supported by several churches including Treasurer Bradford's church. The purpose was to celebrate the community and families who have experienced some hard times this past year, another great expression of the care and concern of the McKinney community.

City of McKinney. City Manager Paul Grimes stated that he was privileged to ride the new 80' tiller firetruck in the parade. The truck was a huge investment for the City. At the last Council meeting, Dr. John Prudich presented a recommendation on behalf of the Bond Committee to hold an election in Spring of 2024 with five questions on various projects/programs for a total amount of about \$485.5 million. Council voted to move forward with a new general aviation hangar and customs facility. The hangar will be a revenue generator for the airport. Council is in the process of selecting a development partner for city-owned land and buildings in the Downtown area that will become available for

redevelopment when staff moves to the new City Hall. It is likely a resolution will be adopted in January to move forward with negotiations with one selected developer. Mr. Grimes wished everyone a Merry Christmas and safe holiday season. There were no questions.

Visit McKinney. Meeting and Event Services Manager Alisha Holmberg shared that the NCAA D2 Championship Game had a record attendance with 12,552 in the stands. She added that Councilman Bellar's alma mater, Harding, won the Championship title. There is one year left on the NCAA contract with McKinney. Visit McKinney will partner with MISD to negotiate hosting through 2029. Visit McKinney is working with five different sports groups for events that will bring between 100 and 1,000 room nights to area hotels.

McKinney Economic Development Corporation. President Michael Kowski shared that MEDC made national news as they signed an agreement with Plug and Play, a global Silicon Valley company that helps start-ups and small corporations move from the idea stage to billion-dollar status. They will open an office in McKinney in early 2024. One of MEDC's strategies is to support innovation in McKinney, and the Plug and Play relationship will help accelerate progress made through the Innovation Fund, which now has about 40 grant recipients. This key partnership will help to elevate McKinney's reputation as a place that nurtures growth and cultivates talent.

McKinney Main Street/MPAC. MPAC Marketing and Development Specialist Jakia Brunell thanked MCDC for their support of Home for the Holidays and reported that the event saw record sales and attendance. Downtown is hosting The Giving Machines just outside of LY Outfitters. They will be up through the end of 2023 and feature national and local nonprofits including Hugs Café and The Samaritan Inn. Ms. Brunell shared that Hugs was also featured on the Kelly Clarkson Show. She announced that the Bridal Show is January 13 at MPAC and will host

DJs, venues, caterers and more. Board Member Barnes-Tilley encouraged everyone to stop by the Giving Machines and donate. Vice Chair Kelly asked about cell reports from the parade, and President Schneible stated that it takes a minimum of 45 days to receive a report after the request is logged. The earliest the information can be available is late January. There was brief discussion of traffic issues that come with big events in Downtown.

McKinney Parks and Recreation. Assistant Director Ryan Mullins shared that Robinson Ridge Park opened on December 2 with a pickleball court. The Parks Department hosted Breakfast with Santa on December 2 at Old Settlers since Town Lake is being renovated. They also hosted Merry Bass-mas with about 95 bass players and 150 attendees. Trick or Treat Trails attendance is estimated at about 8,500. Design is underway for Old Settlers Park, and survey crews have begun their work. Dirt is moving at E.A. Randles Park which should be complete in about ten months. The kayak rental kiosk was installed in August and has seen 211 rentals. Additionally, since the upgrades at Oak Hollow have been completed, the course has seen record numbers for golfers. He expressed appreciation to have grown up in McKinney and to be part of the community today.

**23-1024** President's Report. President Cindy Schneible congratulated Jaymie Pedigo and the Chestnut Square team on the 50<sup>th</sup> Tour of Homes with record attendance. She expressed appreciation to Jaymie for her many years of leadership and for the legacy she leaves. President Schneible presented information about MCDC and the City to three groups this past month – McKinney Noon Lions Club, McKinney Retired Active Texans (McRATS) and the Business Alliance Networking Group. She shared that the digital billboard at District 121 is operating and thanked Luke Gajary (MEDC Marketing) for working with Linda Jones on an advertising

schedule and creating artwork for the sign. The Project Grant deadline is December 29 at 5:00 p.m. The Retail Development Infrastructure Grant application cycle will be open January 1-31. This is a matching grant that supports exterior infrastructure for landmark retail businesses in the historic district and retail located at the City's gateway areas. She stated that the two local charities benefiting from The Giving Machines are Hugs and Samaritan Inn. Ms. Schneible encouraged Board members to review the final reports and marketing report attached. Regarding TUPPS, they have started testing the brewing and canning equipment and processes. The ADA walk for the full site was completed this week, and other final inspections are underway. Completion is getting closer.

**23-0938** Chair Richardson-Woods called for an update on Project 4B 18-06 submitted by Habitat for Humanity of Collin County for The Cotton Groves Community. Executive Director Celeste Cox wished everyone a Merry Christmas. Ms. Cox shared photos of the finished homes, playground, benches from Parks Foundation and amenity center. Boys and Girls Club has been meeting in the amenity center for almost a year and has a total enrollment of 46 students with average daily attendance of 25. All students at this location are low-income and on scholarship. They will be applying for a Charter Site as a Community Impact Program. The first two families have moved into The Cotton Groves, and one of the homes was on the Holiday Tour of Homes this year. Home appraisals have increased \$5,500 in just one month from \$270,500 in October to \$276,000 in November. The next four homes will be completed in March 2024. Permits have been submitted for the second block of homes. Ms. Cox shared challenges with container homes including cost (containers increased from \$3,000 to \$7,000), welder shortages, limited subcontractor knowledge and expertise, limited contractor interest in the project, increased material costs (steel), increased fabricator costs, and

permitting process took longer because the project did not fit the normal procedures. Habitat has enlisted a new architect to design the remaining 29 townhomes for Cotton Groves. The new design allows for separation between unit decks and will include two decks per home. The elevation of homes will remain consistent while lowering costs and removing challenges. Cost will go to \$199,000 for 3-bedrooms and \$230,000 for 4-bedrooms. Regarding the 2.75 acres purchased with MCDC funds, lot cost is approximately \$36,669 including land and infrastructure, which is less than half the price of Habitat's last infill lot purchase. She reminded Board members that MCDC has invested \$1.8 million of the total \$17 million for The Cotton Groves project. They have partnered with Benchmark Bank who is funding the upfront construction costs and buying mortgages as soon as homes are closed, so Habitat has very little upfront cash responsibility. Additionally, TDHCA's Bootstrap loan program will fund a portion of the loans not funded through Benchmark, and they will likely receive Federal Home Loan grants for down payment assistance of up to \$10,000 per loan. Board Member McGill confirmed with Ms. Cox that the number of homes remains 35, the number originally planned. Moving forward, Habitat is working to move existing land into the Community Land Trust and seek pass-along tax-exemption approvals from the City. They are working with Dominion on Phase 2 of Cotton Groves (neighboring four acres) which will provide 53-100 more units. Dominion is the second largest for-profit affordable housing developer in the nation, and they are working on engineering and site designs pro-bono through their foundation. Additionally, Dominion is working with Encore to acquire one more acre and resolve drainage issues that impact about 30 acres of Encore land. There were no questions.

**23-1025** Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on an amendment to Project #23-10 submitted by McKinney Parks Foundation to reallocate funding in an amount of up to three thousand thirteen and 10/100 dollars (\$3013.10) for the purchase of a 16-foot trailer to haul mowers and utility vehicles used for trail maintenance. Chair Richardson-Woods reminded Board members that this request is for reallocation of funds already granted, and Board members have information regarding the proposed equipment purchase at their places. Rick Moreno, President of McKinney Parks Foundation, stated that they were able to secure a better price on the Ranger 4-wheeler previously approved, and they are requesting to reallocate the remaining \$3,000 of unused funds from the grant to purchase a trailer to haul the Ranger to various worksites. Chair Richardson-Woods called for public comments and there were none. There were no comments or questions from Board members. Board members unanimously approved a motion by Board Member McGill, seconded by Board Member Barnes-Tilley, to close the public hearing. Board members unanimously approved a motion by Vice Chair Kelly, seconded by Secretary Riche, to approve the reallocation as presented.

Chair Richardson-Woods stated that the Board will hear from thirteen promotional grant applicants today. Each applicant will have up to five minutes to present, which will be followed by a time for questions or comments.

**23-1026** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by Texas Women Society (PC 24-01) in the amount of \$12,500 for the advertising, marketing and promotion of the 2024 McKinney Asian Festival. Jennie Shen shared a video of aspects of the Asian Festival including a tea ceremony demonstration, authentic cuisine, and live performances.



Texas Women Society is a 501(c)(3) women-managed organization that has been involved in twelve events to date. The first ever McKinney Asian Festival will be a one-day, free entry family event held on March 23, 2024 at Glen Mitchell Park. The theme will be lantern and dragon. The hope is for this to become an annual event that showcases the beauty of McKinney while highlighting the cultural heritage of the Asian community. The marketing plan includes traditional flyers in schools, supermarkets and local businesses; social media including WeChat in the Chinese community and WhatsApp in the Indian community; promotion through area Chambers; and reaching out to different country groups. Funding for the event is from grants (including MCDC and Visit McKinney), sponsorships, personal donations and vendor fees. Promotional materials will be developed in several languages including Vietnamese, Korean, Chinese and Indian. Ms. Shen showed examples of proposed website and marketing designs. The goal is to have more than 3,000 attendees in the first year and move to a multi-day celebration in the future. Vice Chair Kelly asked about the target market, and Ms. Shen said that social media will target non-Asians and more traditional marketing will target Asians.

**23-1027** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by ArtByMetta, LLC (PC 24-02) in the amount of \$5,600 for the advertising, marketing and promotion of the 2024 RNB Picnic Festival. Juametta Terrell shared that her business, ArtByMetta, organizes and decorates special events of all sizes. One goal for 2024 is to bring an RNB music and picnic festival to Finch Park on May 11, the Saturday before Mother's Day. The festival will feature DJs, live bands, food trucks, photo props, yard games, a giant mural to paint, vendor booths and colorful décor. To add to the ambiance, attendees will be encouraged to set-up lavish picnic

areas (competition with prizes for the best areas) and to dress in pink Derby-style picnic attire. The event is free, but patrons can purchase reserved picnic areas, cabanas and VIP areas. Additional revenue for the event will be from fees from more than 30 vendors and food trucks. Chair Richardson-Woods asked for clarity on the marketing plan. Ms. Terrell stated that marketing includes flyers, social media including working with two influencers, radio, posters, website and banners with target audience within a 50-mile radius of McKinney's center. Chair Richardson-Woods asked about plans to fund and secure power for the event, and Ms. Terrell said that the budget does include event amenities like power, stages and restroom rentals. Board Member Barnes-Tilley asked about the art aspect of the event, and Ms. Terrell said there will be murals for coloring and art displays, but this is not an art-for-sale event.

**23-1028** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by St. Peter's Episcopal Church (PC 24-03) in the amount of \$12,000 for the advertising, marketing and promotion of the 2024 Empty Bowls Event. Molly Jones shared that this is the 13<sup>th</sup> year for the McKinney event. The purpose of Empty Bowls McKinney is to raise awareness and funds to fight food insecurity and hunger in McKinney and surrounding areas. This year, proceeds will go to Community Garden Kitchen (45%), Community Lifeline (45%) and Little Free Pantry (5%). It is estimated that 4,000 residents in the 75069 zip code are food insecure. Ticket holders receive soup samples from twelve local restaurants and an artisan bowl of their choice, as well as the opportunity to bid on bowls designed and made by local artists and community leaders. The grant request is for \$12,000 which is 80% of the marketing budget. The marketing plan includes online and social media ads and boosts, print ads, yard signs, banners

and posters, cards, billboards, videos for social media and radio with a target audience of McKinney and surrounding areas. One promotional goal for 2024 is to expand print and digital advertising beyond McKinney with the Dallas Observer. Net income goal for 2024 is \$91,950. Events leading up to Empty Bowls include bowl making and glazing workshops and online merchandise sales. Vice Chair Kelly shared his appreciation for the event and their contribution to the community.

**23-1029** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by McKinney Community Concert Association (PC 23-04) in the amount of \$10,000 for the advertising, marketing and promotion of the 2024-2025 Season including six unique productions. Tomm Schultz shared that McKinney Community Concert Association is a volunteer organization that is in the middle of their 49<sup>th</sup> season. Each season brings six concerts to Christ Fellowship Church in McKinney, and the season runs September through April. The primary audience has traditionally been senior adults in McKinney and 30 surrounding communities. Marketing efforts have included outreach to senior living communities, ads in Bubble Life, social media, website, McKinney Chamber, direct mail, and email. The goal is to increase print advertising. Regular season tickets are \$150 (\$25 per concert), early bird season tickets are \$135 (\$22.50 per concert), and individual tickets are sold at the door for \$50. Additionally, 100 tickets per show are donated to veterans and other groups. Average attendance per concert is 550-580 with about half coming from outside of McKinney. The marketing plan includes brochures, posters, print advertising and presentations to groups. Board Member Barnes-Tilley asked about the capacity at Christ Fellowship, and Mr. Schultz stated that the venue seats about 1,000. He added that the venue is ideal for the concerts with ample parking and a great sound

system. Vice Chair Kelly clarified that the free guest passes are not included in this grant request. Secretary Riche asked if they have any ticket options for less than \$50, and Mr. Schultz emphasized that the focus is on season ticket sales, which average \$25 per concert, and the board members have some guest passes to distribute as they choose. Chair Richardson-Woods asked if there was an opportunity to lower the ticket price for a certain number per show. Steve Bell joined Mr. Schultz at the podium and offered to help subsidize the organization in order for them to be able to sell tickets for \$35. David Zappe joined the podium and read from the application that “at least one category of tickets must be \$35 or under.” He stated that he believes the season tickets meet that requirement, and Vice Chair Kelly reiterated that the purpose of the price is to make the event more accessible to the entire community. Chair Richardson-Woods thanked them for the dialogue and discussion. Board Member Barnes-Tilley added that the Board may want to take a look at the wording in the application. Vice Chair Kelly shared that MCDC has discussed this issue with several applicants in the past, and an effort to create a lower-priced option has been made.

**23-1030** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by ManeGait Therapeutic Horsemanship (PC 24-05) in the amount of \$12,500 for the advertising, marketing and promotion of the 2024 ManeGait LIVE at the Gait Country Fair and Concert. Megan Hamlin and Jennifer Moss shared that they are requesting \$12,500 for promotion of the 2024 ManeGait LIVE and Country Fair to be held on April 27. The purpose of the event is three-fold: (1) to raise funds for ManeGait, an organization that increases the quality of life for those with disabilities, (2) to raise awareness of ManeGait as a community center, and (3) to support the local community by promoting businesses and providing a

family-friendly event for residents and visitors. Over the years, this event has evolved from a kid-focused event to an event that reaches a wider audience. Goals for 2024 are to attract higher-level sponsors with a more mature branding and focus on entertainment; increase adult attendance with more adult activities and a headliner musician; strengthen partnerships with local businesses and vendors; and create additional revenue through higher-end raffle items, VIP packages, and the cornhole tournament. General admission is \$5 per person and includes inflatables, carnival games, axe throwing, face painting, pony meet-and-greet, stable tours and live entertainment from the community stage. The cornhole tournament is \$50 for a team of two, and all proceeds from this event go to ManeGait's programs for military veterans and first responders. VIP tickets are \$100 and include a concert with a headline entertainer at ManeStage and complimentary drinks and snacks. The goal for net proceeds for 2024 is \$117,000. Key components of the marketing plan include radio, billboard, increased online and social media, print ads, and signage and flags. Vice Chair Kelly asked if they request assistance from other municipalities, and Ms. Hamlin stated that they do not.

**23-1031** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by SBG Hospitality (PC 24-06) in the amount of \$15,000 for the advertising, marketing and promotion of the 2024 Sip and Stroll Series. Andrew Stephan shared that the strolls bring McKinney residents and visitors to Downtown McKinney and the merchants. Past data shows that these strolls have a positive impact on both foot traffic and sales in the shops, while keeping Downtown McKinney top of mind with Collin County shoppers. Maximum ticket sales for each stroll are 1,500 to keep lines short and keep foot traffic within shops manageable. Strolls feature local

musicians, costume contests, photo ops and swag, while showcasing Downtown McKinney as a unique destination. Participating merchants appreciate the foot traffic, and merchants are quick to register for a chance to participate. Each stroll donates 20% of net proceeds to McKinney Main Street and an additional \$1,500 per event to another local nonprofit. In 2023, Sip & Stroll Series donated over \$10,000 to McKinney nonprofits. Event success is measured by attendance and feedback from local merchants. Tickets are \$35, but the margarita walk will have limited tickets available at \$35 then increase to \$40 due to the added expense of the walk. Attendees receive a signature event cup, an event map, and 20-25 beverage tastings. 2024 will have four strolls: St. Patrick's Beer Walk on March 16, Craft Beer Walk on June 15, Margarita Stroll on July 13, and Spooktacular Brews and Boos on October 26. The direct cost for each event is \$20,000 to \$28,000, which does not include their staff and overhead. This year, they hope to increase sponsorships to help offset their costs so they can continue this series for years to come. Marketing plans include robust social media with paid ads, PR assistance for online calendars and media pitches, digital advertising, mass text messaging to past attendees, and local print ads. Chair Richardson-Woods asked about negative feedback. Mr. Stephan shared that some merchants are disappointed when they are not randomly selected to host. Others have mentioned that the heavy foot traffic is a lot to manage, which is why they limit tickets sales. Board Member McGill asked if there is information on sales tax generated during the events, and President Schneible indicated that sales tax is reported on a monthly basis. She was unsure if reporting on a daily basis could be available. Secretary Riche asked if events are sold out and if tickets are sold in time slots, and Mr. Stephan said that all events have 1,000-1,500 with the margarita event selling out early every year. Mr. Stephan added that tickets are sold with three time slots for each stroll. Board Member

Barnes-Tilley asked about the wine walk that used to be part of the series. Mr. Stephan stated that they no longer host a wine walk, because the local wineries host their own events.

**23-1032** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by McKinney Main Street (PC 24-07) in the amount of \$11,000 for the advertising, marketing and promotion of the 2024 Arts in Bloom Event. Board Member Wilkes recused himself from the presentation and discussion of the agenda item. MPAC Marketing and Development Specialist Jakia Brunell explained that this annual event showcases fine art from local and national artists and features samples from local wineries, while highlighting the beauty of Downtown McKinney. Each year, the event improves. April 12-14, the streets of Downtown will welcome over 40,000 visitors. The event will host 120 art vendors and 14 Texas wineries. In 2024, Arts in Bloom will include kids' creation stations and popup corner performances. New last year and continuing this year is the live open-air demonstration area where artists share in-progress works. Proceeds from the event are reinvested back into Main Street for advertising and programs that benefit the Cultural District. To measure the impact of the event, Main Street collects sales data from artists and vendors, The Retail Coach and Downtown businesses. The marketing plan for Arts in Bloom includes social media campaigns that include brand ambassador partnerships, influencer collaborations, billboards and print ads in Dallas Morning News Guide Live and Community Impact. There were no questions, and Board members complimented Ms. Brunell on her presentation. Board Member Wilkes returned to the dais at the conclusion of the presentation.

**23-1033** Chair Richardson-Woods recognized Jaymie Pedigo, on her retirement after nine years as Executive Director for Heritage Guild and Chestnut

Square. Throughout her tenure, Jaymie has worked long hours to consistently improve and preserve the buildings of the Historic Village and has been innovative in developing and bringing educational and entertaining programs. She thanked Ms. Pedigo for her dedication to the community and the energy she brought to Chestnut Square. Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by The Heritage Guild of Collin County (PC 24-08) in the amount of \$13,222 for the advertising, marketing and promotion of 2024 Events including, but not limited to, Farmers Market at Chestnut Square, Murder Mystery, Bar Wars and Farm Fresh Market Dinner. Chestnut Square Incoming Board Chair Mark Miserak thanked Jaymie for her dedication and service. He introduced Deanna Stone who will be the new Executive Director. In 2024, Chestnut Square will celebrate 50 years and will kick off the year with a 1970's event that merges the Farm to Table dinner with a Boogie Wonderland event. He reminded Board members that McKinney's Farmers Market was voted #1 in Texas and #1 in the Southwest. Other Spring events will include Bar Wars, Prairie Camps and other educational programs in collaboration with McKinney Repertory Theater. The \$13,222 request represents 79% of the ad budget for Spring events. Marketing strategy focuses on specific outlets that have proven successful. Specific plans include print and digital ads in Star Local Media, Community Impact and Edible Dallas. The budget includes \$2,500 for some discretionary spending to allow for input from the new Executive Director. Highlights for 2023 included reviving the elegant Farm to Table Dinner and being voted #1 Farmers Market. The public village tour, Murder Mystery Dinners and Tour of Homes all exceeded goals. Other key projects for 2023 included an SEO project that elevated their wedding venue on Google searches, two curated tours within the village, and the creation of a podcast to celebrate 50 years. Mr. Miserak



thanked the Board for their past support and consideration of this grant request. Secretary Riche asked about the 150% increase for the Tour of Homes with two weekends, and Mr. Miserak shared that it was an increase of 150% over what was budgeted, and clarified that attendance was not double over 2023 with the additional weekend. Secretary Riche asked about the decline in the number of restaurants participating in Bar Wars. Mr. Miserak said that participation seems to be tied to the theme, and they have started seeking restaurant input in choosing the theme. He added that the Farmers Market theme was very popular, and it was requested to repeat this theme. Chair Richardson-Woods asked if there's been a decline in attendance at Bar Wars, and Mr. Miserak acknowledged there are areas they need to improve like lighting and sound system. Secretary Riche commented on the fairness of People's Choice award. Board Member McGill complimented the Chestnut Square Board on the variety of events and activities hosted, while keeping the Farmers Market and historical connections at the forefront of what they do.

**23-1034** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by Marching Music Made in McKinney (PC 24-09) in the amount of \$5,600 for the advertising, marketing and promotion of the 2024 Drum Corps International Competition in McKinney. Dean Cimini stated that the organization was conceptualized when the new MISD stadium was initially funded, and DCI reached out about a potential partnership for hosting. At that time, Mr. Cimini connected former Superintendent McDaniel and Mayor Fuller with DCI. 2024 will be their third year the competition is hosted in McKinney. The focus of Marching Music Made in McKinney remains the Drum Corps International (DCI) competition in McKinney. Texas is mid-season for DCI competitions with other Texas

host cities including San Antonio and Mesquite. Many DCI fans come to Texas for the week. Mr. Cimini shared a video from a DCI competition, adding that each competitive corps is considered a world-class corp. Each is comprised of 150 members, mostly college students, aged 18-22 years old, with a total of 1,350 performers who travel throughout the country from May through August performing 28-32 shows during that time. DCI seeks a community relationship with its destinations and a strong one has been established with the City of McKinney with partnerships between MISD, MCDC, Main Street and Visit McKinney to host the groups and drive attendance. About 30% of attendees came from more than 15 miles from McKinney and included families of performers. This year, McKinney will host corps from all over the nation July 23-25. Performers will arrive in McKinney on Sunday, July 23, and will stay in four McKinney schools, as well as schools in surrounding districts. The drumline battle will return to TUPPS on July 24, and the competition will be at MISD Stadium on July 25 with nine corps competing. Data from last year shows attendees were from as far as both US coasts. Attendance goals for 2024 are 500 for the TUPPS drumline battle and 4,500+ at the DCI competition. The grant request is for \$5,600 for a far-reaching advertising campaign, to connect with fans as far as 350 miles from McKinney. Specifics include social media, digital media, print advertising and flyers in local businesses and area music stores. Mr. Cimini added that all proceeds benefit MISD band programs and local businesses. Board Member Barnes-Tilley asked for clarification regarding percentage of promotional budget in this request. Mr. Cimini stated that \$5,600 is the portion requested from MCDC, adding that they have received \$4,000 from Visit McKinney and will be seeking corporate sponsorships. Vice Chair Kelly confirmed that the Visit McKinney funding is also for promotions. Board Member Wilkes commented about the Texas weather in July, and Vice Chair Kelly added that though the

weather is poor, the performers are prepared as this is their time to compete when school is out. Mr. Cimini added that the performers remain focused on their craft and are dedicated to performing well in any weather. Secretary Riche asked about attendance limitations at the stadium. Mr. Cimini stated that the bands perform to one side of the stadium, and MISD's west side seats 6,000. He added that the new TUPPS offers unique opportunities including potentially simulcasting the DCI performances there as well as potentially simulcasting the performances on flomarching.com which could be great exposure for McKinney. They will know by Spring if the simulcasting will be possible for 2024.

**23-1035** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by Odysseus Chamber Orchestra (dba McKinney Philharmonic Orchestra) (PC 24-10) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2024-2025 Concert Season including a minimum of seven performances. Vice Chair Kelly recused himself from the presentation and discussion of the agenda item. Jason Lim explained that he is now applying for their season grant during MCDC's Cycle 1 to take advantage of earlier promotional opportunities. The 2024-2025 season will be the 10<sup>th</sup> year in McKinney. They are halfway through the 2023-2024 season and have surpassed all projections and broken all attendance records with sold out concerts. With anecdotal comments, they have learned that people who have been in McKinney for years are unaware that McKinney has a professional orchestra. Their goal for 2024-2025 is to reach more people, especially in the McKinney area. The season will have at least seven full concerts to include at least two classical concerts, two pops concerts, the annual Halloween concert with preshow activities for kids, the annual all-star Christmas concert, at least

two chamber music concerts, and the annual side-by-side with youth performance. Additionally, several orchestra members will hold individual recitals free of charge. Marketing plans include Google ads, Facebook ads, billboards, and print and digital ads in Community Impact. Board Member Barnes-Tilley confirmed the date for the Music of John Williams concert. Vice Chair Kelly returned to the dais at the conclusion of this presentation.

**23-1036** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by Millhouse Foundation (PC 24-11) in the amount of \$13,950 for the advertising, marketing and promotion of the 2024 Millhouse Arts Festivals, and Makers Market Events, held at McKinney Cotton Mill. Aimee Woolverton reminded the Board that MillHouse Foundation creates events to showcase the work of local and regional artists, giving them opportunities to enhance their income potential. While MillHouse focuses on helping women, all artists are welcome to participate in the events. Ms. Woolverton added that McKinney Cotton Mill serves as the foundation's cultural hub for artistic expression and thanked the Cotton Mill for their generosity in hosting events. To date, the foundation has hosted eight indoor fine arts festivals and six Makers Markets, all organized and implemented by MillHouse artists. The Makers Markets allow for various forms of artistry to be showcased. They have hosted two two-day MuralFests, where artists painted original designs on the exterior walls of the Cotton Mill and on canvases to be auctioned. The wall murals remain as a contribution to McKinney's cultural fabric. The 2023 MuralFest added a music stage with back-to-back performances throughout both days. The 2024 schedule includes two fine arts festivals, nine Makers Markets, and the annual MuralFest. Plus, they are adding an International Postcard Art Exhibit which will bring 700-1,000 entries

from artists around the world, many of whom will come to McKinney for the reception. Additionally, the international Board will attend the reception and exhibit. The target audience for MillHouse events has expanded beyond the metroplex with many artists coming from other states and bringing their patrons with them. The marketing plan includes digital marketing, social media ads and reels, MillHouse website, print ads, and signs and banners. MillHouse events are almost always on the "Top 5 Things to Do in McKinney" list and the Dallas Morning News usually covers the events. In 2023, Texas Monthly published a full article about the MuralFest. The request for MCDC is \$13,950. MillHouse has received a grant from Visit McKinney for this season. Without this grant, MillHouse would be unable to secure print advertising. Regarding attendees, cell phone data showed that over 70% of event participants came from outside of McKinney and visited other McKinney establishments before returning home. Additionally, many of this year's artists saw record sales. Board Member Barnes-Tilley expressed appreciation for the data regarding attendees from outside of McKinney. Board Member McGill asked if they were requesting funding from Texas Arts or other non-local funders. Ms. Woolverton shared that they are hoping to apply for more grants in the future, as they now have a Board member who has offered to prepare grant applications.

**23-1037** Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by Collin County History Museum (PC 24-12) in the amount of \$15,000 for the advertising, marketing and promotion of the 2024 Created in Collin Exhibit and associated events. Mason Kelly reminded Board members that the historical society is a 501(c)(3) organization, and the museum is free to all with a mission to share Collin County history and establish a memorable and lasting connection with those who visit. About 25% to

30% of museum visitors are from out of state, and more than 65% of their visitors are first-time visitors to the museum. The recently opened “Created in Collin” exhibit has broad appeal with something of interest for everyone including sports, technology and innovation, food history, entertainment, scientific, social and business history. New to the planned marketing campaign are postcards, which are available for visitors to mail to friends and family. The new exhibit has received excellent media coverage, and the museum’s goal is to remain newsworthy. In February, the museum will open a new video exhibit called the Carroll Shelby Experience, which will feature the iconic driver and entrepreneur who owned two businesses in McKinney, a wheel factory and a chili factory. On April 20, the museum will host its second Carroll Shelby event. The goal is to bring 150 to 250 Shelby-designed racecars to Downtown McKinney, an event that will surely draw new visitors to the area. Ideas for the event include racecar simulators, green screen photography and a chili cookoff. Celebration Magazine continues to be a proven advertising tool, and the museum is now the exclusive sponsor for The Daytripper’s monthly podcast where they share the stories of Collin County featured in the museum’s exhibit. Board Member Wilkes asked about the location for parking the Shelby cars, and Mr. Kelly shared that they would be parked along Virginia and potentially a nearby lot.

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**23-1038**

Chair Richardson-Woods called for consideration/discussion on the Promotional and Community Event Grant application submitted by Direction 61:3 (PC 24-13) in the amount of \$5,000 for the advertising, marketing and promotion of the 2024 BBQ & Bingo and the 2024 Christmas Mosaix Concert. Kathy Blank introduced Dr. Myron Wilson, Executive Director. Dr. Wilson shared that 550 kids age out of foster care each year in North Texas and become immediately homeless. He added that about 40% of the state’s homeless population and 65% to 80% of

those in sex trafficking are youth who have aged out of foster care. Direction 61:3 offers programming and homes for those aging out of the system. Ms. Blank shared that Direction 61:3 impacts these youth by providing life skills, educational support and Christ-centered relationships. She emphasized that fundraising is their primary source of revenue. They do not rely on state aid. Each year, Direction 61:3 hosts a BBQ & Bingo event at the Flour Mill with about 200 attendees. The 2024 event is scheduled for March 22. The Christmas with Mosaix Concert is the other community event with three performances at MPAC. She shared photos from past events. The request is for \$5,000. The marketing plans include a mailer, posters, website, radio, news releases, and print and digital advertising. Dr. Wilson shared the site plan for the organization's future community to be built on five acres owned near Myers Park. The plan includes eighteen cottages that will house 48-52 youth, ages 14-24, who are aging out of foster care. Secretary Riche asked about attendance expectation for each event, and Dr. Wilson shared they had 520 for the 2023 BBQ and hope to grow that to 550. They had 575 for the 2023 concerts, and they are hoping to be able to increase that number by adding a Saturday performance. Ms. Blank added that they also host an after-concert VIP event. Most patrons attending that event stay and dine in Downtown McKinney. Dr. Wilson added that they also have a Dine Around Town raffle featuring twelve different restaurants in McKinney. The winner of the raffle receives a dinner each month at one of the twelve restaurants. Board Member Barnes-Tilley commended them for the work and service of Direction 61:3 and asked about the transition to independence. Dr. Wilson shared that the transition varies, but Direction 61:3 serves youth through age 24. He added that some of the housing at their new site will include some options for older residents to live independently without a house parent. Their transition plan does include some support after a resident leaves.

Ms. Blank emphasized that the future site will be able to provide housing for the older youth, while the younger ones who are still in high school can live in the organization's current homes near McKinney Boyd High School. Board Member Barnes-Tilley also encouraged them to make sure their youth are aware of the scholarships Collin College offers. Board Member McGill thanked them for the work they are doing.

Chair Richardson-Woods shared that the subcommittee would meet and make recommendations on these applications at the January Board meeting.

**23-1039** Chair Richardson-Woods called for consideration/discussion/action on increasing the fiscal year 2023-2024 annual budget for Project 4B 20-09 (TUPPS Brewery and Entertainment Destination) to include funding deposited by TUPPS Brewery, LLC in the amount of two hundred fifty-three thousand two hundred twenty-eight and 72/100 dollars (\$253,228.72). President Schneible explained that approval of this item will allow payments received by TUPPS to be moved to the TUPPS project line item in the budget. If approved by the Board today, the item will go to City Council for approval. Board members unanimously approved the motion by Board Member Barnes-Tilley, seconded by Secretary Riche, to accept funds paid into the project budget line item.

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

Chair Richardson-Woods called for additional Board comments, and there were none.

Chair Richardson-Woods recessed the meeting into Executive Session at 11:01 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters include Project 20-09 (TUPPS Brewery and Entertainment Destination), Project Bluesky, Project Vibes, Project Hemispheres, and Project 4B 17-04 (Craig Ranch Resort Hotel).



Chari Richardson-Woods reconvened the meeting of McKinney Community Development Corporation back into regular session at 11:41 a.m.

Board members approved a motion by Chair Richardson-Woods, seconded by Vice Chair Kelly, to amend the term sheet of Project 17-04 (Craig Ranch Resort Hotel) as discussed in Executive Session.

Chair Richardson-Woods called for a motion to adjourn. Board members unanimously approved a motion by Secretary Riche, seconded by Vice Chair Kelly, to adjourn. Meeting was adjourned at 11:42 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:\_\_\_\_\_

SIGNED:

\_\_\_\_\_  
ANGELA RICHARDSON-WOODS  
Board Chair

ATTEST:

\_\_\_\_\_  
DAVID RICHE  
Board Secretary