

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JUNE 25, 2026

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Thursday, June 25, 2026, at 8:00 a.m.

Board Members Present: Chair George Fuller, Vice Chair David Riche, Secretary Deborah Bradford, Treasurer Chris Wilkes (arrived at 9:43 a.m.), and Board Members Joy Booth and AJ Micheletto.

Absent: Board Member Angela Richardson-Woods and Board Alternate Markus Lloyd.

City Council Present: Councilman Rick Franklin.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Assistant Director of Finance Chance Miller, MEDC President Michael Kowski, Executive Director of Visit McKinney Aaron Werner, Director of Cultural District Andrew Jones, Director of Engineering Gary Graham, Assistant Directors of Parks and Recreation Robert Gaylor and Erica Lyght, MPAC Marketing and Development Specialist Jakia Brunell, Parks Planning Manager Jill Yount, CIP Manager Blake Sills, Graduate Intern Alvin Maliakal, 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 8:01 a.m. after determining a quorum was present. Attendees stood for the Pledge of Allegiance.

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

Chair Fuller called for public comments regarding matters on agenda items, and there were none.

MCDC presented a video highlighting impact across the City.

26-0595 Chair Fuller called for a Community Partner Spotlight from Habitat for Humanity of Collin County. CEO Stephannie Krunglevich noted that Habitat for Humanity of Collin County was founded in 1992 and provides

affordable homeownership opportunities, home repair modifications, and neighborhood revitalization services. The organization has built over 200 homes, completed more than 1,200 home repairs, and served Collin County for over 30 years. Since 2005, MCDC has invested approximately \$6 million into Habitat for Humanity projects in McKinney to support affordable housing, home repairs, and community development projects that improve housing stability for families throughout McKinney. MCDC's investment has supported the organization's growth through four distinct phases. From 2005 to 2011, more than \$490,000 was invested in foundational infrastructure, including the Charleston Creek development, the Job Corps partnership, and the purchase of the ReStore. From 2012 to 2017, more than \$1.23 million supported expanded growth and repair programs, helping repair and rehabilitate more than 100 homes, expand ReStore operations, and prepare additional land for future development. From 2018 to 2022, approximately \$3.03 million was invested during a major development phase that included the Cotton Groves community, expanded critical home repair programs, new home construction, and land acquisition initiatives. From 2023 to 2025, approximately \$1.11 million supported continued housing construction, ongoing critical home repair programs, and long-term community stability. Ms. Krunglevich highlighted several active MCDC-supported projects, including the Jimmy Carter House, the Cotton Groves community, the Lewis family home, and the Rodriguez family home. She shared that the Cotton Groves community includes six completed container homes, an amenity center, and a playground. Construction currently underway at Cotton Groves includes two new townhomes, a five-plex and a six-plex. Completion is anticipated in early 2027. The Lewis and the Rodriguez homes are expected to be completed by the end of 2026. Ms. Krunglevich thanked MCDC for its partnership.

Chair Fuller called for a motion on consent items. Board members unanimously approved a motion by Board Member Micheletto, seconded by Secretary Bradford, to approve the following consent items:

26-0596 Minutes of the McKinney Community Development Corporation Meeting of May 28, 2026.

26-0597 Minutes of the McKinney Community Development Corporation Potential Projects Subcommittee Meeting of May 7, 2026.

26-0536 Minutes of the Parks, Recreation, and Open Space Advisory Board Meeting and McKinney Community Development Corporation Joint Meeting of May 14, 2026.

26-0598 Chair Fuller called for the Financial Report. Assistant Director of Finance Chance Miller presented the April financials. Revenues were over \$2 million, primarily from sales tax. Expenses were over \$1 million, including \$700,000 in project expenses. Regarding sales tax, April numbers apply to February sales. McKinney saw an increase of 13% compared to an 11.1% increase for Allen, an 8.9% increase for Frisco, and a 7% increase for Plano. McKinney's year-to-date increase is 4.5%. Regarding the industry breakout, Mr. Miller shared that retail trade, accommodation and food services, information, and wholesale trade all experienced consistent growth.

26-0599 Chair Fuller called for Board and Liaison Reports.
Board Chair. Chair Fuller shared that Board members have participated in a number of events this month including Lelo's Coffee Ribbon Cutting, Chestnut Square Farm to Table, Texas Music Revolution, MillHouse Makers Market, ManeGait LIVE, Summer of Soccer at TUPPS, Hugs Toast to Moving, Direction 61:3 Golf Classic, Hugs Site Tour, Leadership McKinney Reception and Graduation, Shiloh Place Ribbon Cutting,

Tacos with Cops, Juneteenth, Leadership Alumni Future of Growth panel, and a farewell reception for Madison Clark.

City of McKinney. City Manager Paul Grimes shared that in June the City hosted State Representative Jeff Leach for a tour of the Sunset Amphitheater construction site and the McKinney National Airport passenger terminal construction project. He announced that the City received the North Central Texas Council of Governments Regional Cooperation Award for its collaboration with the North Texas Municipal Water District and sister cities to develop customer water rate solutions. Avelo Airlines is scheduled to announce its initial flight routes on June 30. Mr. Grimes reported that the Better Together initiative has concluded its community listening sessions, and a preliminary report is expected soon. At the June 16 work session, City Council postponed discussion regarding the Old City Hall redevelopment project. City Council discussed the regulation of vape and smoke shops and adopted ordinances updating airport rates and fees in preparation for commercial passenger service. The McKinney National Airport passenger service code will be DTX.

Visit McKinney. Executive Director Aaron Werner shared that TUPPS Brewery continues to host McKinney's Summer of Soccer with World Cup watch parties, live music, vendors, family entertainment, and a mini soccer pitch. Mr. Werner encouraged attendees to attend a McKinney Chupacabras match this season. Visit McKinney launched a limited-edition America 250 Challenge Coin, which can be earned by participating in historic walking tours, a self-guided tour, and social media challenges. Mr. Werner added that planning is underway for upcoming Thanksgiving activities.

McKinney Economic Development Corporation. President Michael Kowski shared that many companies are choosing to locate in McKinney because of the City's strong business ecosystem. He highlighted the 121

North branding campaign, a partnership between McKinney and Allen to promote the SH 121 corridor. MEDC received more than 170 leads from outside partners over the past 12 months. Mr. Kowski added that MEDC will participate in upcoming international recruitment missions with the Governor's Office.

McKinney Main Street/MPAC. Director Andrew Jones thanked those who volunteered at Texas Music Revolution. He presented the Downtown Summer of Soccer Passport program, allowing participants to collect stickers at 30 locations throughout downtown and earn prizes from TUPPS Brewery and ProRel Soccer Shop. Preparations are underway for the Fourth of July Parade. An America 250 commemorative trolley pin has been released in partnership with Visit McKinney. Upcoming events include the Margarita Stroll on July 11, the Sidewalk Sale on July 25, the Downtown Car Show on August 15, the SoTenn Block Party on August 21, and the Downtown Scavenger Hunt on August 29. Board Member Micheletto recognized the Main Street team for its efforts in organizing Texas Music Revolution, and Chair Fuller recognized the McKinney Fire Department for its support during the event.

McKinney Parks and Recreation. Assistant Director Erica Lyght shared that the Erwin Park construction agreement was awarded, and construction is expected to begin soon. Staff will work with the Marketing and Communications team to communicate park closure information to residents. Construction at the McKinney Soccer Complex at Craig Ranch is underway and is expected to be completed by mid-August. Groundbreaking for the Grady Littlejohn Softball and Baseball Complex improvements is anticipated in mid-July. Bids for the Bob and Barbara Tomes Dog Park are under review and are expected to be presented to City Council in July. Ms. Lyght added that the goats are currently at Al Ruschhaupt Soccer Complex. The Juneteenth Celebration on June 13

welcomed more than 1,600 participants, and Ms. Lyght thanked Board Alternate Lloyd for serving as emcee. Upcoming events include Adult Swim and Game Night on June 27, Poolside Pilates on July 1, the Dive-In Movie featuring *The Little Mermaid* on July 18, and Red, White and BOOM! on July 4.

26-0600 Chair Fuller called for the President's Report. President Cindy Schneible directed Board members to the MCDC Annual Report prepared by Linda Jones and thanked Anahi Vega for her efforts in growing MCDC's Facebook presence. The deadline for the final cycle of Project Grant applications is June 30. Public hearings for Project Grants will be held at the July Board meeting, with Board action scheduled for August. The final cycle of Retail Development Infrastructure Grants opens on July 1. Ms. Schneible encouraged Board members to review the Empty Bowls final report attached to the agenda. She added that the event donated \$90,000 to its four charitable partners.

Chair Fuller stated that the Board will hear from 15 Promotional Grant applicants. For grants to be considered eligible for Board consideration, the applicant must demonstrate their event will showcase McKinney for business development and tourism. Each applicant will have up to 5 minutes to present, with follow-up to include questions or comments from the Board. As a reminder, the Board will vote on these applications at our July Board meeting. Board Member Booth noted that Promotional and Community Event Grant requests total \$200,000, while just over \$125,000 is available for funding.

26-0606 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by The Heritage Guild of Collin County (PC 26-15) in the amount of \$15,000.00 for the advertising, marketing and promotion of 2026 events at Chestnut Square. The

McKinney Farmers Market continues to grow, attracting 3,000 to 4,000 attendees each Saturday. She announced the launch of a gluten-free market on Sunday, June 28, from 11:00 a.m. to 2:00 p.m. The announcement of a gluten free market led to social follower growth of 1,500. Recent events included the Salute to Veterans and the Crazy Quilt Show, both of which were successful. Events for the next two quarters include the weekly Farmers Market, Holiday Tour of Homes, Ghostly Hauntings, the Golden Age Radio Show, and Trolley and Village Tours. The marketing plan includes radio advertising, Community Impact print and digital advertising, print materials, digital and influencer marketing, and Cinemark advertising. Ms. Stone shared that the Farm to Table event doubled its attendance over the previous year. Chestnut Square has partnered with Visit McKinney and other Collin County museums for the America 250 Patch Program. She added that the McKinney Farmers Market has been voted the best farmers market in Texas for three consecutive years. Chair Fuller called for questions, and there were none.

- 26-0607** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Public Library Foundation (PC 26-16) in the amount of \$5,500.00 for the advertising, marketing and promotion of the grand re-opening of the Roy and Helen Hall Library and Planetarium. Barb Franklin shared that the McKinney Public Library Foundation exists to support the McKinney Public Library Systems. This request is related to promotions centering around the reopening of the Roy and Helen Hall Memorial Library later this fall following a major reconstruction, which includes a planetarium, exhibition hall, study rooms, children's spaces, and teen rooms. They are requesting \$5,500 to support the library's grand reopening celebration, an all-day, space-themed event. The event is designed to attract both

McKinney residents and visitors from surrounding cities. Their marketing plan includes social media advertising, bookmarks, and print and digital advertising through Community Impact. Chair Fuller called for questions, and there were none.

26-0608 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Texas Women Society (PC 26-18) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2026 McKinney Asian Festival. Jennie Shen reminded the Board that in previous years Texas Women Society hosted both the McKinney Asian Festival and the McKinney Moon Festival. She shared that the McKinney Asian Art and Food Festival will be held October 2–3 at McKinney City Hall, combining the two individual events into one larger festival. The festival will include an artist’s alley, wellness area, food street, and performance area. Pre-event engagement and marketing efforts include a community-wide poster design contest which received international participation last year, community outreach and promotion, and partnerships. Ms. Shen indicated that event revenue is generated through vendor fees, sponsorships, and grants. She reviewed the proposed event budget which reflects income of \$62,000 and expense of \$53,500. She added that the McKinney Asian Art and Food Festival is one of the only two multi-day festivals in the Dallas-Fort Worth area and features a larger emphasis on art. Chair Fuller asked about the event hours. Ms. Shen responded that the festival will be held from 5:00 p.m. to 9:00 p.m. on October 2 and from 12:00 p.m. to 8:00 p.m. on October 3. There were no other questions.

26-0609 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Art Club of McKinney (PC 26-19) in the amount of \$13,739.00 for the production of a McKinney Arts Documentary Film and for the advertising, marketing and promotion

of the film and 2026-2027 events in McKinney. Dr. Trina Harlow shared that the Art Club's goal this year is to elevate the organization. She added that the organization is 100% volunteer-run and is collaborating with more than 30 community partners this year. The organization has set a goal of reaching 200 members this year and will host more than 80 events. The marketing plan includes social media advertising, promotional materials, and a documentary film. Dr. Harlow shared that the documentary will highlight the history of the Art Club, recognizing the seven women who founded the organization. The film will showcase McKinney's visual arts community, including artists, galleries, studios, businesses, and nonprofit organizations. The documentary will be housed on YouTube to track its reach and shared with more than 100,000 entities and people to promote McKinney's visual arts community. Dr. Harlow announced that the Art Club will host a marketing workshop featuring digital and social media influencers at the Grand Hotel from January 18–20. She clarified that the video would be a full-length documentary. There were no questions.

26-0610 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Millhouse Foundation (PC 26-20) in the amount of \$12,000.00 for the advertising, marketing and promotion of the 2026-2027 Atrium Gallery Exhibits at The Cotton Mill. Aimee Woolverton introduced the newest program at MillHouse, the Atrium Gallery Exhibition, a unique vision which will distinguish it from other shows. She shared that each exhibition will be professionally curated around specific themes and designed to become a destination event that attracts visitors to McKinney. The current exhibition at MillHouse is Texas Wonder Women celebrating America 250. Upcoming exhibitions include Fragments of Form, Black and White Plus One, Uncoiled: The Fibonacci Explored, and The Space Between. Ms.

Woolverton shared that the marketing plan targets visitors from surrounding cities. MillHouse is requesting \$12,000 to promote four exhibitions. She added that the goal is to encourage visitors to explore The Cotton Mill and Downtown McKinney. Encore Wire is partnering with MillHouse to provide additional parking during exhibition receptions. Chair Fuller asked about the exhibition hours, and Ms. Woolverton responded that the gallery is open during The Cotton Mill business hours, 7:30 a.m. to 6:00 p.m., Monday through Saturday, and until 5:30 p.m. on Sunday. Vice Chair Riche asked about the dates for the women's boutique, and Ms. Woolverton stated it would be in the fall. There were no additional questions.

- 26-0611** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Community Concert Association (PC 26-21) in the amount of \$10,000.00 for the advertising, marketing and promotion of the 2026-2027 season including six unique productions. Steve Bell shared that the McKinney Community Concert Association is beginning its 51st season. He added that the organization's mission is to make live entertainment affordable and accessible to everyone. Performances include classical, patriotic, folk, contemporary, country, and family entertainment. Concerts for the 2026–2027 season include Taken by the Sky, David Osborne Trio, The Doo Wah Riders, Americana Women, Sounds of Georgia, and Piano Men Generations. Mr. Bell shared that 50% of attendees come from surrounding cities. The organization generates more than 100 hotel room nights annually for performers and attendees and encourages additional spending at local restaurants and shops. He added that free tickets are provided to community partners including students and veterans. The marketing plan includes Community Impact and social media. Board Member Booth asked about ticket sales. Mr. Bell responded that both

season ticket packages and individual concert tickets are available.

There were no additional questions.

26-0612 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Chamber of Commerce (PC 26-22) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2026 Día de los Muertos Celebration. Veronica Campbell shared that the McKinney Día de los Muertos Celebration is in its sixth year and will be held on October 17 at TUPPS Brewery, from noon to 9:00 p.m. She added that the festival celebrates and honors tradition through art, food, music, and remembrance. New activities this year include a paid Catrina contest. She added that the chancla toss and Volkswagen Beetles will return. Pre-event activities include a cultural workshop series to engage the community throughout the year. Admission will be free, with VIP seating available for purchase. Ms. Campbell shared that the event welcomed more than 6,500 attendees last year. The marketing plan includes paid social media, print and outdoor advertising, digital advertising, email marketing, community outreach, and media relations. Board Member Booth asked about the increase in the marketing budget. Ms. Campbell indicated the additional funding will expand the event's reach and clarified that TUPPS Brewery will provide the event space but is not committed to contributing to the marketing efforts. There were no additional questions.

26-0613 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Rotary Foundation (PC 26-23) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2026 Parade of Lights. Anca Wetegrove shared that the marketing budget has increased to expand the event's reach and better educate the community about the Parade of Lights and the Rotary Foundation's mission. The Rotary Club was founded in 1919

and has been successful informing the community about the many grants awarded through the years. The Parade of Lights has been rebranded with artwork featuring McKinney landmarks, including the Flour Mill, Chestnut Water Tower, McKinney silos mural, the McKinney Performing Arts Center, and the McKinney trolley. She added that the Rotary Foundation is working closely with the City of McKinney and the McKinney Police Department to help ensure a safe event and parade route. Chair Fuller called for questions, and there were none.

26-0614 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Sanchez Charities, LLC (dba Run for Hope) (PC 26-24) in the amount of \$10,500.00 for the advertising, marketing and promotion of the 2026 Run for Hope: Walk in Unity at Towne Lake Park in McKinney. Aleasha Campbell introduced Brint Driggs as her co-director for Run for Hope. She indicated that Run for Hope will host its second annual charity 5K, Unity Walk, and Fall Festival, a community impact initiative designed to bring people together. Funds raised from the event will subsidize operating costs for the nonprofits housed at the NeighborHub, including Nourishing Neighbors, Streetside Showers, Community Health Clinic, Saint Paul Annex, One Heart McKinney, North Texas MedBridge, and Mission Regan. The event will include a 5K, a Unity Walk, and a Fall Festival on November 14 from 8:00 a.m. to noon at Bonnie Wenk Park and will feature an America 250 theme. More than 600 participants are expected, including faith communities, runners, high school teams, community members, businesses, and civic groups. The event will showcase McKinney through tourism, media coverage, business engagement, community values, and partnerships. The marketing plan includes print flyers, yard signs, social media advertising, and marketing videos. Projected

revenue for 2026 is \$63,265. Chair Fuller called for questions, and there were none.

26-0615 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Repertory Theatre (PC 26-25) in the amount of \$13,190.00 for the advertising, marketing and promotion of 2026-2027 performances. Executive Director Davina Gazos-Stampfel presented information about MRT which engages more than 200 volunteers each year and welcomes more than 5,000 audience members annually. During the McKinney Performing Arts Center renovation, MRT introduced new programs, including the McKinney New Works Play Reading Festival and Vintage Voices on the Veranda. The 2025 production of A Christmas Carol drew a record-breaking 3,101 attendees, with more than 60% coming from outside McKinney. MRT is requesting \$13,190 to support its reopening productions including the 20th anniversary of A Christmas Carol and Steel Magnolias. The marketing plan includes social media advertising, geofencing, digital advertising, Community Impact print advertising, newsletters, printed materials, and radio advertising. Reopening goals include attracting more than 3,600 attendees, maintaining domestic tourism, and increasing digital engagement. Success will be measured through social media analytics, email engagement, ticket sales, and ZIP code data. Chair Fuller called for questions, and there were none.

26-0616 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Main Street (PC 26-27) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2026 McKinney Oktoberfest. Jakia Brunell provided a creative presentation for the 2026 Oktoberfest event. The presentation is available at mckinney.legistar.com/mcdc. The 18th annual McKinney Oktoberfest will return to Downtown McKinney on September 25–27. Ms.

Brunell reported that the 2025 festival welcomed a record-breaking 82,000 attendees. In 2026, festival activities will include the Oktoberfest parade, keg tapping ceremony, live entertainment, dance groups, and an expanded VIP Beer Garden with new sports zones. Returning attractions include the carnival, Kinder Corner, and the stein-holding competition. The marketing plan includes event T-shirts, newspaper advertising, signage, billboards, social media advertising, and content creator partnerships. Introducing their new marketing campaign, Ms. Brunell stated that Oktoberfest is evidence that McKinney is “the square that’s anything by square.” Ms. Brunell reviewed the proposed event budget. There were no questions.

26-0617 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Millennial Maven Creative Foundation (PC 26-28) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2026 Rooted in Rhythm Event. Executive Director Bridgette Jones disclosed that Rooted in Rhythm was launched in 2025 to highlight emerging artists in the country genre. Pre-event experiences included a summer series of line dance classes and listening parties. Rooted in Rhythm is scheduled for October 3 at District 121. The event will recognize and honor breast cancer survivors, with proceeds benefiting those affected by breast cancer. Director of Communications Vasele Jones indicated that more than 50% of attendees in 2025 traveled from outside McKinney. She added that Rooted in Rhythm nearly sold out during its inaugural year. Millennial Maven is requesting \$15,000 to support a promotional plan that includes social media advertising, print advertising, radio promotions, and event signage. Chair Fuller called for questions, and there were none.

26-0618 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Sostenuto Choral

Community of North Texas (PC 26-29) in the amount of \$9,310.00 for the advertising, marketing and promotion of the 2026 Sostenuto Christmas Concert. Kristin Spalding shared that Sostenuto Choral Community of North Texas was formed in 2020. The choir performs annually at the City of McKinney Veterans Day Ceremony. Over the past five seasons, the choir has grown from 30 to 70 members and audience attendance has increased. Sostenuto's spring concert welcomed 440 attendees and featured 72 performers on stage and 62 livestream viewers. On December 14, Sostenuto will host its Christmas concert, Home for Christmas, at First McKinney Baptist Church. The marketing plan includes radio advertising, Community Impact, Facebook advertising, and billboard advertising. Event success will be measured through audience surveys. Chair Fuller called for questions, and there were none.

- 26-0619** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by The Warrior's Keep (PC 26-30) in the amount of \$10,00.00 for the advertising, marketing and promotion of the 2026 Veterans Day Celebration at TUPPS Brewery. Lenda Fidelman shared that the mission of The Warrior's Keep is to empower and enhance the quality of life for veterans through outdoor adventure therapy. Founded in 2016, the organization has served more than 1,200 veterans through 180 outings and expeditions. She added that 90% of funding goes directly to programs that are provided at no cost to veterans. Jennifer Sustarich indicated the North Texas Veterans Day Celebration returns on November 7 from 3:00 p.m. to 9:00 p.m. at TUPPS Brewery. The event offers free admission and is expected to attract 1,000 attendees. The event will feature a military flyover, live auction, silent auction, local vendors, and a Kids Zone. The Warrior's Keep is requesting \$10,000 to support a promotional plan that includes

video production, social media, print media, and radio advertising. Event success will be measured by attendance, with the goal of raising 30% to 50% of the organization's annual revenue. Chair Fuller called for questions. Board Member Booth asked about the change to free admission, and Ms. Fidelman shared that offering free admission has resulted in better attendance. Vice Chair Riche asked whether veterans receive follow-up support after participating in outdoor adventure therapy. According to Ms. Fidelman and Ms. Sustarich The Warrior's Keep conducts participant surveys, connects veterans with counselors and other resources, and hosts monthly veterans networking events at TUPPS Brewery.

- 26-0620** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Collin County Master Gardeners Association (PC 26-31) in the amount of \$14,712.00 for the advertising, marketing and promotion of the 2026-2027 events at Myers Park consisting of five unique events. Sarah Dodd provided background information on Collin County Master Gardeners, which is a 100% volunteer group with more than 350 members who contributed more than 33,000 hours of service last year. Grant-funded events include five events at Myers Park and Event Center, consisting of two plant sales, two educational workshops, and a garden show. Attendance is expected to range from 5,500 to 7,000 participants, with attendees traveling from as far as 125 miles. The association works year-round with McKinney schools, nonprofits, city departments, and community organizations. The marketing plan includes print and digital advertising, email and website promotion, and social media. The remaining marketing budget will be supported through organizational funds, volunteer support, and in-kind contributions. Plant sales serve as the organization's primary fundraisers, while the remaining events are designed to provide

education and community engagement. Additional revenue supports free educational programs and scholarships. Last year, plans included a shift in marketing strategy including increased investments in Community Impact and targeted media campaigns, resulting in more than 5,800 attendees and 2.6 million marketing impressions. There were no questions.

26-0621 Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Lone Star Winery (PC 26-32) in the amount of \$10,000.00 for the advertising, marketing and promotion of the 2026 12 Wines of Christmas Event. Jon Dunphy, Strategy Officer with Lone Star, conveyed that since 2004, Lone Star Winery has served the community by creating experiences that bring people together, like the 12 Wines of Christmas Wine Walk, which has been held for more than 15 years and welcomes approximately 1,000 attendees annually. The event includes participation from more than 20 Downtown McKinney merchants and 40 volunteers and encourages guests to explore Downtown McKinney. Mr. Dunphy shared that the event drives tourism, supports local businesses, showcases the City, enhances quality of life, and generates economic impact. The marketing plan includes digital advertising, email marketing, influencer marketing, printed materials, and cross-promotion through Downtown McKinney merchants and McKinney Main Street. He added that approximately 50% of attendees travel from outside McKinney. The goals are to attract visitors, increase awareness of McKinney, and drive foot traffic to Downtown businesses. Mr. Dunphy reviewed the proposed event budget and shared that MCDC's support would expand awareness of the event and attract additional visitors to Downtown McKinney. Chair Fuller called for questions. Board Member Booth asked about ticket prices. Mr. Dunphy-explained that the event is ticketed, with tickets starting at \$35

and VIP tickets priced at \$55. He added that the event can accommodate up to 1,400 to 1,500 attendees. Vice Chair Riche asked whether there was crossover between Wine Club members and event attendees, and Mr. Dunphy stated that there is minimal crossover.

Chair Fuller stated that the subcommittee will meet and make recommendations for voting at the July meeting. He recessed the meeting for a five-minute break at 9:55 a.m.

Chair Fuller reconvened the meeting at 10:00 a.m.

- 26-0601** Chair Fuller called for consideration/discussion/action on a project grant application submitted by Hugs Café, Inc. (4B26-08) in the amount of six hundred eighty-three thousand four hundred sixty-seven and NO/100 dollars (\$683,467.00) for expansion and site improvements including entry gate, security, driveway, added heaters in work barn, relocation of septic system, three new greenhouses, one new propagation house, irrigation, propane tank, and walkways, at Hugs Greenhouse located at 1151 East Cottage Hill Parkway in the McKinney ETJ. Amount requested represents 58.6% of total project cost. Chair Fuller proposed a funding structure consisting of a \$150,000 grant and a \$533,467 five-year loan that would be interest-free for the first three years, with the potential for loan forgiveness based on future fundraising results. Vice Chair Riche asked about the interest on the loan. Chair Fuller proposed a five-year loan term which would be interest-free for the first three years, adding that if Hugs raises matching funds by end of the five-year term, the loan would be forgiven. Treasurer Wilkes shared his support for the project, adding that the greenhouse assets would have a 30-year life and Hugs would incur operational expenses throughout those years; therefore, the actual percentage of this request to total cost of the project is less than stated in the agenda item. Board Member Booth explained her position

that the \$1 million Hugs already expended on the land, as a necessary cost to preserve the existing business, should not be considered as part of the expansion project. Under that scenario, the request is a significantly higher percentage of project cost. She expressed her confidence that Hugs would be able to raise funds rendering the loan forgivable. Chair Fuller agreed with Ms. Booth regarding Hugs' capability to raise the funds, essentially receiving full request funding. He added that land purchase is considered a project element with most economic development projects. Board Member Micheletto and Vice Chair Riche shared their support for the proposed funding structure adding that this funding combination encourages and enables Hugs to better fund raise. Board Member Booth asked whether funds raised beyond the fundraising goal would remain with Hugs Café, and Chair Fuller confirmed that under his proposal any additional funds raised would remain with Hugs. President Schneible clarified that only expenses included in the application would be eligible for funding. Chair Fuller made a motion to approve a \$341,733.50 grant and a five-year loan of \$341,733.50 with no interest for the first three years and the potential for loan forgiveness based on matching dollars generated through Hugs fundraising efforts. Any remaining balance would accrue interest at 3.5% beginning in the fourth year of the loan. Treasurer Wilkes clarified that any remaining balance would be due as a balloon payment at the end of the five-year term. Board members unanimously approved the motion by Chair Fuller, seconded by Board Member Micheletto, to approve funding in an amount of \$683,467 as proposed in Chair Fuller's motion.

- 26-0602** Chair Fuller called for consideration/discussion/action on a second extension to the term of the loan agreement for Project 4B24-03, awarded to the City of McKinney, Engineering Department, for Chestnut elevated storage tank improvements, to December 31, 2026. Chair Fuller

called for questions, and there were none. Board members unanimously approved a motion by Treasurer Wilkes, seconded by Board Member Booth, to extend the agreement to December 31, 2026.

26-0603 Chair Fuller called for consideration/discussion/action on extensions to the term of the loan agreement for Project 4B25-10, Direction 61:3, for infrastructure and public access areas located at The Farm, a future community of transitional living homes for young adults who have aged out of foster care located at 3286 County Road 168, to July 30, 2028, and to the term of completion of the annexation process to December 31, 2026. Chair Fuller called for questions. Treasurer Wilkes asked for an explanation regarding the delay. Myron Wilson shared that the project experienced delays due to easement issues, the discovery of a planned road that would cross the property and reworking civil plans due to a change in elevation to CR 1378. He added that Direction 61:3 will meet with the Planning Department to begin the annexation process. Construction of the community center is anticipated to begin in November and take 12 to 14 months to complete. Chair Fuller shared that MEDC Chair Brian Loughmiller expressed his support for the project via written comment card. Board members unanimously approved a motion by Board Member Micheletto, seconded by Board Member Booth, to extend the project and annexation terms as indicated in the agenda item.

26-0604 Chair Fuller called for consideration/discussion/action on an extension to the term of the third amended and restated loan agreement for the grant awarded to McKinney HUB 121, LLC (Project 4B18-05), from May 15, 2026, to September 30, 2026, to fulfill the obligations of the agreement executed between McKinney HUB 121, LLC and McKinney Community Development Corporation, effective June 24, 2021. President Schneible explained that MCDC is in the process of completing the final payment

to HUB 121. The grant agreement included \$200,000 for construction of the amphitheater and up to an additional \$200,000 over four years based on Type B sales tax generated by the retail businesses within the project area. She clarified that the agreement term reflects sales tax collections from April 1 to March 31 annually, so an extension is necessary to process the final payment. Ms. Schneible added that this year's collections were almost four times each of the first three payments. Board Member Booth asked how the original sales tax estimate was determined. President Schneible shared that it was based on projected sales tax revenue as estimated by Hub 121. Board members unanimously approved a motion by Board Member Booth, seconded by Vice Chair Riche, to extend the agreement to September 30, 2026.

26-0605 Chair Fuller called for consideration/discussion/action on a third extension to the term of the loan agreement for Project 4B24-08, awarded to SDC Throckmorton Villas, a development of Sphinx Development Corporation, a division of The Sphinx Group, for infrastructure improvements related to the construction of 380 Villas, from May 31, 2026, to December 31, 2026. Jay Oji shared that the project experienced construction delays, adding that the project is now 90% complete. Vice Chair Riche asked whether the previous delays had been resolved. Mr. Oji confirmed that the project is on track and that they do not anticipate requesting another extension. He commended MCDC for its work and community impact. Board members unanimously approved the motion by Board Member Booth, seconded by Chair Fuller, to extend the agreement to December 31, 2026.

Chair Fuller announced that the Board will not meet in Executive Session, and he called for a motion to adjourn. Board members unanimously approved a motion by Treasurer Wilkes, seconded by Vice Chair Riche, to adjourn. Meeting was adjourned at 10:26 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: July 23, 2026.

SIGNED:

GEORGE FULLER
Board Chair
DAVID RICHE
Board Vice Chair

ATTEST:

DEBORAH BRADFORD
Board Secretary