

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**OCTOBER 22, 2020**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on October 22, 2020 at 8:00 a.m.

Board Members Present: Chairman Jackie Brewer, Vice Chairman Rick Glew, Secretary Mary Barnes-Tilley, Treasurer Angela Richardson-Woods, and Board Members Kathryn McGill, David Kelly and John Mott.

Board Alternate Present: Deborah Bradford.

Council Members Present: Councilman Scott Elliott and Councilman Frederick Frazier.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Financial Compliance Manager Chance Miller, Director of Parks and Recreation Michael Kowski, Aquatics and Fitness Manager Teresa Thomason, Visit McKinney Sales Manager Vanesa Rhodes, Facilities Construction Manager Patricia Jackson and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chairman Brewer called the meeting to order at 8:00 a.m. after determining a quorum was present. She announced that today marks National Make A Dog's Day and National Nut Day. She invited everyone to spend a moment reflecting on mindfulness. Rev. Deborah Bradford provided an invocation, then everyone joined in the Pledge of Allegiance.

**20-0911**      Secretary Barnes-Tilley administered the Oath of Office for reappointed Board members Jackie Brewer, Rick Glew, Kathryn McGill and Angela Richardson-Woods.

**20-0912**      Chairman Brewer called for Election of MCDC Officers, asking for nominations for MCDC Chairman. Board members unanimously approved a nomination by Vice Chairman Glew for Chairman Brewer to remain as Board Chairman. Chairman Brewer asked for nominations for

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MCDC Vice Chairman. Board members unanimously approved a nomination by Chairman Brewer for Vice Chairman Glew to remain as Board Vice Chairman. Chairman Brewer asked for nominations for MCDC Secretary. Chairman Brewer nominated current Secretary Mary Barnes-Tilley, and Vice Chairman Glew nominated Kathryn McGill. Board members elected Secretary Barnes-Tilley in a vote of four for Barnes-Tilley and three for McGill. Chairman Brewer asked for nominations for Treasurer. Board members unanimously approved a nomination by Chairman Brewer for Treasurer Richardson-Woods to remain as Board Treasurer. President Schneible congratulated the officers.

Chairman Brewer called for Public Comments on agenda items, and there were none.

Chairman Brewer called for a motion on the Consent Items. Vice Chairman Glew asked to pull down Agenda Item 20-0917 for discussion.

Board members unanimously approved a motion by Board member Mott, seconded by Board member Kelly, to approve the following consent items.

- 20-0913** Minutes of the McKinney Community Development Corporation Meeting of September 24, 2020.
- 20-0914** Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of September 22, 2020.
- 20-0915** Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of October 1, 2020.
- 20-0916** Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of October 8, 2020.
- 20-0917** Chairman Brewer called for consideration/discussion/action on a Resolution authorizing the President of McKinney Community Development Corporation to execute a contract with Spinelli Construction Services (SCS) of Dallas, Texas for Owner's Representation Services

related to Project 20-09, the TUPPS Brewery Expansion Project, in McKinney, Texas. Vice Chairman Glew asked President Schneible to explain the purpose and importance of an owner's rep for this type of project. President Schneible explained that this is a large project that will serve as a catalyst on the East side. The project includes the expansion of TUPPS and the creation of an outdoor entertainment venue which will be used by both residents and visitors. She added that the responsibility of the owner's rep is to represent the best interests of MCDC and the City of McKinney and to work closely with the architectural and construction teams to make sure that the project progresses according to the plans submitted. Ms. Schneible added that she worked with Ms. Spinelli on the Sheraton Hotel project, and Ms. Spinelli has worked with City Facilities Construction Manager Patricia Jackson on several other projects including Senior Center and Old Settlers renovations. The proposed scope of services is attached to the agenda, and funding for this service is included in the FY21 budget. Board members unanimously approved a motion by Vice Chairman Glew, seconded by Board member McGill, to approve the Resolution as presented.

- 20-0918** Chairman Brewer called for the Financial Report. Financial Compliance Manager Chance Miller stated that final FY20 financials will be presented in the next two months, but he will discuss preliminary September numbers today. September showed an overall decrease of about \$900,000 with \$1.4 million in revenues and \$2.2 million in expenses, about 95% of which were parks projects. Annual revenue for FY20 was budgeted at \$14.8 million, and actual is about \$16.5 million, so the remaining \$1.7 million will carry over to FY21 fund balance. Annual expenditures were budgeted at \$40.4 million, and actual is about \$11.2 million. The remaining \$28.2 million represents larger projects that were not paid out. This amount will be carried over for FY21. Mr. Miller stated

that sales tax for September reflects July sales and shows a 12.6% increase over 2019, compared to our sister cities which all saw a small decrease. This brings the annual increase to 13.1%, compared to the original pre-COVID budget of 4.5%. Final FY20 numbers should be available in two months. Mr. Miller asked for questions, and there were none. Vice Chairman Glew stated that he has shared these incredible sales tax numbers with others and asked if online sales tax capture is the main reason for the increase during COVID. Mr. Miller acknowledged that shopping online has been a big factor and added that the overall growth of McKinney is the major factor, while growth in our sister cities is more stagnant. Chairman Brewer asked for comments and questions on the Checks Issued report, and there were none.

**20-0919** Chairman Brewer called for Board and Liaison Updates.

Board Chair. Chairman Brewer thanked the Board for entrusting her as Board Chairman for the upcoming year.

City of McKinney. City Manager Paul Grimes shared that the Throckmorton Statue committee presented to City Council at their last meeting, and he credited Justin Beller and Judge White for excellent presentations on both sides of the issue. He reminded the Board that the intent of the committee was to research, evaluate data and capture information from all points of view. The Council will likely vote on this issue before the end of this year. Mr. Grimes shared that staff and Council are preparing legislative priorities for the next legislative session. They are closely watching to see if the majority party changes the nature of the legislature. The primary issues will be the budget and the pandemic. Staff has been working on a professional services agreement for architectural and engineering services for the design and construction of a new City Hall. It is likely Council will be asked to approve the proposal for the agreement at the November 3 Council meeting. Mr.

Grimes complimented staff on a recent City website update for a Housing Hub ([mckinneytexas.org\housinghub](http://mckinneytexas.org/housinghub)) which uses GIS open source data and provides great information regarding residential construction and zoning in McKinney. Mr. Grimes shared that McKinney's population estimate as of October 1 is 198,962, so it will be interesting to see if we climb to 200,000 before the year's end. He added that the 2020 Census was complete on October 15, and he complimented all the counters who forged ahead during the pandemic and relocations due to hurricanes. Mr. Grimes asked for questions, and there were none. Vice Chairman Glew added that he showed the Council meeting video of the Throckmorton statue presentations to his Collin College problem-solving class. He added that it was a great example of how deliberations happen right here in McKinney, and his class members thought the presentations and work were extremely impressive.

Visit McKinney. Sales Manager Vanesa Rhodes shared that the *mycurlyadventures* influencer posted several times about her adventures in McKinney, and Visit McKinney has seen an increase of 120 new followers due to her stories. Additionally, two more influencers have reached out saying they want to come and do stories as well. Visit McKinney has placed a full-page ad with the Oxford American Publication in Little Rock, which is significant because their reach is within driving distance to McKinney. The ad will feature both social media and digital content in the annual music issue with a section focused on Texas music, a great tie-in to McKinney's new designation as a Texas Music-Friendly City. Ms. Rhodes announced that they will be hosting two more social media influencers this year, one reaches the millennials with children and the other reaches empty nesters. Ms. Rhodes announced that the City of McKinney has been chosen to host the NCAA D2 Championship Football Game through 2025. She also announced that for the fifth consecutive year, Visit McKinney has received the 2020 Convention South Readers'

Choice Award. The award recipients are chosen by peer groups. Ms. Rhodes asked for questions. Secretary Barnes-Tilley commented on how impressive it was to see so many posts from *mycurlyadventures* that acknowledged a wide variety of businesses in McKinney.

McKinney Economic Development Corporation. Chairman Brewer directed the Board to the report attached to the agenda.

McKinney Main Street/MPAC. President Schneible announced that Aaron Werner has accepted a new position with the City of Denison, and there is an outdoor reception honoring him this afternoon starting at 4:00 p.m. at the open lot near Filtered. Chairman Brewer reminded the Board of the flip the switch event tonight at 6:15 p.m. for the Light Up Louisiana project.

McKinney Parks and Recreation. Director Michael Kowski announced that the annual parks tour will be November 7 from 8:00-10:30 a.m. starting at the Senior Recreation Center and will include Cottonwood Park and Old Settlers. The Parks Department will provide hard hats and protective eyewear. Board members must wear closed-toe shoes. Mr. Kowski asked for comments or questions, and there were none.

- 20-0920** Chairman Brewer called for an update on HUB 121 (Project #18-05). President Schneible informed board members that Shane Jordan was unable to attend because of a death in his family. She directed the Board to the written report and progress photos sent to the board. Work is underway to meet the mid-January deadline. She added that two of the restaurants have plans complete and will be released to apply for permits once Mr. Jordan's team ensures they are in compliance. Another restaurant is about 75% complete, and Serendipity Labs plans are complete and out for bid. Ms. Schneible is encouraged by the progress being made on this project. She invited the Board to share any questions or concerns they would like to relay to Mr. Jordan.

**20-0921** Chairman Brewer called for the President's Report. President Schneible congratulated the re-elected Board officers. She directed the Board to the agenda attachments including a recap of grants awarded in FY20 and explained that the \$4.5 million set aside for StarCenter expansion will go back into the fund balance, since that project was put on hold and a performance agreement was never executed. Ms. Schneible stated that Promotional Grant applications will be accepted November 1-30. Additionally, we will start soliciting Quality of Life nominations, adding that the Chamber's plans for the Community Awards event are unclear at this time. Ms. Schneible highlighted several upcoming events. The Turlaxin' tournament opened last weekend with high school boys' competition, this weekend will feature high school girls teams, then younger boys K-8 will play next weekend. This Saturday is Make A Difference Day, as well as the Community Band virtual concert in the evening. She added that the Adopt-A-Spot zoom training is October 25, and the first MCDC clean-up at Bonnie Wenk is November 14. Ms. Schneible shared the announcement that Heard-Craig House has partnered with McKinney Garden Club and Hugs Greenhouse for the maintenance of Kate's Garden at Heard-Craig. This is great example of collaboration and partnership. Ms. Schneible asked for comments and questions. Vice Chairman Glew commented that he attended The Turlaxin', and attendance was great. Chairman Brewer added that several Board members attended the Hugs Greenhouse ribbon-cutting, and it was a great event. Chairman Brewer expressed excitement about their expansion and partnerships to provide flowers for plantings at locations that include Baylor Medical Center McKinney and Trinity Falls. All of these are great opportunities for Hugs staff. Treasurer Richardson-Woods announced that Hugs Greenhouse is taking orders for poinsettias, and Chairman Brewer added that they will be selling them at the McKinney Farmers Market in December.

**20-0922** Chairman Brewer called on Attorney Jeff Moore for Training on Type B Corporate Requirements. Mr. Moore's training included a review of eligibility requirements under state law, public hearing requirements, requirements for performance agreements, administration of Type B sales taxes, City Council role in oversight of Type B sales tax expenditures, requirements for MCDC board, open meetings regulations and Public Information Act, corporation requirements, permissible projects, project approval and promotional projects. Chairman Brewer thanked Mr. Moore for his presentation. Mr. Moore asked for questions. Board member Kelly asked for clarification on promotional expenses. Mr. Moore stated that 10% of total budget can be allocated to promotions, and unused, allocated expenses can be rolled over to the next year. Chairman Brewer asked about adding promotional dollars to the following year's budget when current year's revenues exceed budgeted revenues. Mr. Moore clarified that expenditures could be increased through a budget amendment. Board member Kelly asked if MCDC includes penalties in MCDC agreements. President Schneible stated that those types of projects supported by MCDC have been in concert with MEDC, and the MEDC agreement is structured such that recipients receive board-approved funding only after performance goals have been achieved. She clarified that MCDC agreements are paid on a reimbursement basis, so documentation of eligible expenses and payment must be provided prior to receiving any funds. Mr. Moore added that most agreements are formatted as promissory notes, so recipients are required to repay the note if they don't achieve their goals. Board member Kelly asked for clarification regarding Council's discussion about Board and Commission term limits. City Manager Grimes stated that Council has discussed the topic, but they have not taken any action at this point. President Schneible asked for additional clarification on term

limits. Mr. Moore stated that State law requires that one term for a Type B (MCDC) is equal to two years, and term limits can be established by the municipality. He added that terms for Type B are different than for Type A entities. Ms. Schneible mentioned that at one time there was discussion about changing to one-year terms, but it was determined that was not permissible under State law.

- 20-0923** Chairman Brewer called for consideration and discussion of the Apex Centre Operational Status and Expansion and Renovation Study Results prepared by Brinkley Sargent Wiginton Architects, Inc. (BSW) of Dallas, Texas. Director Michael Kowski addressed the Board regarding the results of a study, funded by MCDC, to explore Apex Centre expansion. He reminded the Board that an expansion has always been a long-term goal for this facility and could be a unique, legacy project for MCDC to consider as a priority. Several stakeholder meetings were held to consider possibilities, and attendees included Councilman Elliott, MCDC President Schneible, Apex members and city staff. Mr. Kowski presented conceptual designs that include an addition on the south end of the current facility which will include a new gym with glass walls to display energy and activity from the outside looking in. The expansion team studied three different options ranging from \$25 million to \$38.5 million for expansion and renovations that impact every area of the existing building. Additionally, they explored a water park, but the current site is too small. They will continue to explore water park options for McKinney, possibly north of 380. Apex Manager Teresa Thomason addressed the board and reminded them that expansion was always part of the plan, adding that the current facility is undersized, and the population served by the facility will continue to grow. She added that additional staff and infrastructure costs for expansion will be minimal. Additionally, costs will escalate if expansion is postponed, and there is a risk to maintaining

Apex's cost-neutral status. She shared that prior to COVID, 2018 and 2019 added a combined \$1,167,769 to the Apex fund balance. Scan-ins increased from 455,172 in 2018 to 555,063 in 2019. Ms. Thomason added that Apex is currently operating with COVID guidelines that allow members to exercise and use the facility safely. Vice Chairman Glew asked if members are using hand sanitizer as they exit each area, and Ms. Thomason stated that hand sanitizer stations are available throughout the facility, members wipe down equipment after use, and staff safely sanitizes each piece of equipment after every use. Mr. Glew asked if members are waiting to get in or use equipment, and Ms. Thomason said that they are essentially meeting the demand at this time with little waiting. They do offer a registration app for a wait list if capacity is reached in some areas. She added that the legal capacity now is 75%, but they are restricting capacity well below that percentage. Memberships are down due to COVID, but Apex is doing well considering about 30% of private gyms nationwide have closed permanently. Membership freezes are up about 300%, which indicates that people do not want to give up their membership. Ms. Thomason shared that they will be marketing to these individuals with a "when you're ready, we're here" campaign inviting them back to see the safety protocols and check their comfort levels. Board member Kelly asked if the decrease in membership delays plans for the expansion, and Ms. Thomason stated that there is actually a benefit in moving forward now while participation is lower, because the goal is to remain open during the expansion project. Vice Chairman Glew equated the opportunity to move forward now to the opportunity to close the Senior Center and move forward during COVID to be ready for guests when COVID restrictions are lifted. Board member Kelly asked if Apex is offering financial incentives during COVID, and Ms. Thomason stated that they did waive the \$75 for month-to-month membership over the summer but have reinstated that at this time. She added that they

may discuss lowering the non-resident member fee, but they haven't needed to consider that at this point. She shared that they do not have any upcoming new membership drives, due to the capacity restrictions related to COVID. Ms. Thomason stated that they will be targeting frozen accounts and upcoming renewals to get membership back up to 4,000, with a campaign focused on health and wellness that includes some great member testimonials. The top priority needs for Apex now include a larger fitness floor, programming space, larger playroom and staff office space. She reiterated the reality that the longer expansion is delayed, the higher costs will be. Director Kowski emphasized that it is critical that this facility remain open during the three phases of the expansion. Phase 1 includes a new gym which doubles the size of the current gym and a children's play area that triples the size of the current area. During this phase, current operations will not be interrupted, and guests will be minimally inconvenienced. This phase also includes adding a second-floor dedicated spin studio above the play area and extending the track by 100 feet. Once Phase 1 is complete and operational, they will begin Phase 2 which includes converting the existing gym to a two-story area that includes new studios and locker rooms on the first floor, a second floor addition for a fitness area and the completion of the extended track. Phase 3 relocates all administrative staff to the current studio spaces and repurposes the current playroom to rental and programming space of 2,000 square feet. Additionally, the current fitness area (free weights) will triple in size, and the second-floor mezzanine will be expanded to accommodate more fitness equipment. The renovation includes a second entrance near the new children's area which will accommodate easy and safe drop-off and allow for the closure of a portion of the building for a special event without disrupting regular activity. Treasurer Richardson-Woods asked if the new entrance has a check-in area for members, and Mr. Kowski said there would be a smaller check-in desk at that entrance.

Mr. Kowski summarized the expanded revenue space as follows: gym increases from 9,900 sf to 19,800 sf, cardio increases from 3,950 sf to 11,400 sf, weights increases from 4,130 sf to 10,730 sf, studio space increases from 3,700 sf to 9,700 sf, and the children's area increases from 2,200 sf to 5,270 sf. Vice Chairman Glew commented that the conceptual plan footprint appears to be adding about 25%, while the actual square footage of space added is about double. Mr. Kowski reviewed the costs for this plan which total about \$33.6 million, emphasizing that construction cost increases about 5% annually. He added that construction across the country is leveling out, making quality materials and companies more available. Ms. Thomason shared some options they looked at for expanding the outdoor area including adding a wave pool which would allow for more guests, thus more revenue. Vice Chairman Glew sought clarification on whether the wave pool is being proposed now and whether the rendering depicts the actual size. Mr. Kowski clarified that the wave pool is part of the expansion but would be smaller than what is depicted in the concept renderings, and the cost for the outdoor expansion is not included in the \$33.6 million for the dry facility expansion. Board member McGill asked about plans for rooftop or outdoor vending, and Mr. Kowski stated that the plan includes concession stations and even an area for showing outdoor movies. He communicated the importance of all future facilities being multi-purpose. Vice Chairman Glew asked about current open dates for outdoor pools, and Ms. Thomason shared that outdoor operations are Memorial Day to Labor Day, with two extra weeks for members only and private party rental opportunities outside of those dates pending weather. She explained that the two reasons for the seasonal pool times are staffing and weather. Mr. Kowski shared that in 2019, prior to COVID, Apex was operating at 112% cost recovery, which is an enviable number for a public facility. With the expansion, they can increase that to 118%.

However, without the expansion, the 112% would likely drop below 100%. He asked for questions. Chairman Brewer asked about Apex expansion versus a new facility in Northwest McKinney and how long Apex would draw from outlying areas without a new facility in the northwest sector. Mr. Kowski stated that the area around the Apex is still growing, adding that they anticipate building another similar facility on the north side, but that is cost-prohibitive at this point. With the infrastructure and management already in place at Apex, expansion of that facility is turnkey with minimal additional operating expense. Additionally, funding is available for a new senior center which may be located further north and could potentially include recreational space. He reiterated that he and his team are confident that the best solution now is to expand the current facility. Vice Chairman Glew asked about the potential cost of the water park, and Mr. Kowski stated that they don't have a good estimate for that now because of the ripple effect with parking and other amenities. Secretary Barnes-Tilley asked about the consideration to expand a little and add the water park, and Mr. Kowski assured the Board they believe the bigger expansion is the right choice. Board member Kelly clarified that there was no grant application at this point, and Mr. Kowski said they plan to work with President Schneible and Chairman Brewer on a grant request. Their purpose today is to share the plans and make sure the Board is aware as they set priorities for the near future. President Schneible shared that the next two project grant cycles are December and March, and a meeting with the project subcommittee would be a good next step. Vice Chairman Glew asked about the timeline for the project, and Mr. Kowski stated that the project would take about a year for design work and two years for construction because the facility will remain open and functioning during construction. Board member Kelly asked about the percentage they would ask MCDC to fund, and Mr. Kowski stated that they would ask for 100% of funding. Treasurer

Richardson-Woods asked how the funding would work for the MCDC budget, and President Schneible suggested that this project would likely require bonding, with debt service paid once bonds were issued. If the Board chose not to bond, we could allocate funding for phases over the course of the project. Mr. Kowski stated that the first request would be for the design work. President Schneible asked if there was any funding from the bonds recently passed, and Mr. Kowski said those funds were allocated for other projects. Vice Chairman Glew asked how the original funding for Apex was handled, and President Schneible stated that MCDC funded it through a combination of cash and bond proceeds, and the total was about \$36.5 million with another \$1-1.5 million from the City. Vice Chairman Glew sought clarification regarding the expansion being done first, then the water park at a later date. Mr. Kowski added that it would be great to have funding in place for the full project including the water park, but that the expansion to the dry facility is the priority. Mr. Kowski thanked the Board for their time. Vice Chairman Glew asked about the size of a community that can support two large athletic facilities. Mr. Kowski stated that the 2017 Parks Master Plan showed a need for two large facilities to accommodate future growth. He added that there are two approaches to providing indoor recreation – twelve to fourteen small neighborhood centers throughout the city or this model with a couple of larger facilities. Parks has chosen the latter because it offers efficiencies in staffing and operations. Treasurer Richardson-Woods asked if they could share an updated chart showing where the membership lives, and Mr. Kowski said they would share an updated GIS chart. Vice Chairman Glew asked if the two Plano centers are the same size, and Ms. Thomason said they are similar in square footage but offer different amenities. She added that the Plano facility that is more aquatics based is smaller than the Apex Centre. Mr. Kowski added that the next facility to be built in the north sector would be a multi-purpose

facility that might include senior recreation, general recreation and maybe even a library under one roof as an integrated community hub.

- 20-0924** Chairman Brewer called for a Public Hearing and consideration/discussion/action on a request from the City of McKinney Parks and Recreation Department to amend Project #15-04, to reallocate \$107,873.00 from PK3224 (Frisco ISD Park) to PK4394 (Senior Recreation Center); amend Project#19-10, to reallocate \$30,698.00 from PK2060 (Parks and Rec Bus) and \$12,510.00 from PK2061 (Wonder), to PK4394 (Senior Recreation Center); and to amend Project #20-13 to reallocate \$250,000 from PK4399 (Umbrella Fund) to PK 4394 (Senior Recreation Center); for an aggregate reallocation to PK4394 of \$401,081.00. Parks Director Michael Kowski shared that the Senior Recreation project is about 80% complete, but funding was not available for expanded parking. This request essentially reallocates approved but unused funding for other projects and the umbrella fund. He added that a resident has offered a contribution towards a modest pavilion, but a larger more functional pavilion would be a better fit. If this reallocation passes, funding would be used for the parking lot, the pavilion/gazebo and a golf cart and storage shed. Board member Kelly asked about the amount of contribution for the pavilion. Mr. Kowski is keeping that amount confidential, but the contribution from Parks would be greater than the individual's contribution. Mr. Kelly asked if the Wonder event is planned again. Mr. Kowski stated that they will not have it this year but will likely bring it back. The department plans to create a special events position to focus on large events. Vice Chairman Glew questioned the attendance of the event last year, and Mr. Kowski stated that it was well-attended for a first-year event. Chairman Brewer asked for public comments, and there were none. Board members unanimously approved a motion by Board member McGill, seconded by Board member Kelly, to close the Public

Hearing. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Vice Chairman Glew, to approve the reallocation to PK4394 of \$401,081.00 as presented.

- 20-0925** Chairman Brewer called for an update on marketing initiatives for McKinney Community Development Corporation. Creative Services Manager Michelle Feldker stated that the rebranding was initiated about one year ago. The campaign was initially divided into three phases. Phase 1 was basically the creation of the materials, guidelines and plans. Phase 2 included integrating and cross promoting messages across MCDC programs, videos and continuing to look for ways to promote and educate. The campaign was in full swing, then COVID hit, so we had to pivot. The pivot took the campaign into Phase 3 sooner than expected. Phase 3 includes integrating and cross promoting messages with community partners and businesses and increasing awareness of the grant programs. Ms. Feldker explained that there was immediate collaboration with the City, MCDC, Visit McKinney, Main Street and the Chamber when COVID hit. As the team discussed plans and ways to support McKinney during the pandemic, they recognized that the MCDC's BUY McKINNEY campaign was the perfect response and platform. All partners began sharing the BUY McKINNEY message. Additionally, a Buy Local community support video was filmed that was shared by partners. Ms. Feldker shared a mailer that will go out to small businesses in McKinney in the next couple of weeks. The self-mailer headline reads "You support McKinney. We support you." and includes a BUY McKINNEY sticker. Ms. Feldker showed the Retail Development Infrastructure Grant flyer that's been used throughout downtown and other areas, and shared that promotional/educational videos are complete for Projects, Promotional Events and Retail Infrastructure. She also shared signage examples including IT'S MY McKINNEY yard signs

used at events and to spotlight projects, signage for parks construction, the wrap for the Fitness Court, banner at PSA and a billboard. Advertising alternates the message between educational ads and supported projects/events ads. Next steps are to continue to look for ways to educate and promote events that are sponsored by MCDC. Vice Chairman Glew shared that his HOA doesn't allow the yard sign and suggested that communications reach out to the HOAs to share the message. Ms. Feldker shared that they work with Neighborhood Services to reach out to HOAs through their newsletter and could be more aggressive once in-person meetings are resumed. Chairman Brewer, President Schneible and Treasurer Richardson-Woods shared that the signs in their yards have not been questioned by their HOAs. Board member McGill suggested that they focus on the community service message when talking with HOAs. Chairman Brewer, Board member McGill and Treasurer Richardson-Woods complimented the Communications Department on the success of the campaign. Chairman Brewer suggested that we consider requiring the logo to be included on ticket stubs for events sponsored by MCDC. Vice Chairman Glew also suggested trying to partner with the MISD stadium for messaging.

Chairman Brewer recessed the meeting into Executive Session at 10:08 a.m. in accordance with the Texas Government Code. Items to be discussed under Section 551.087 regarding economic development matters were Project FPS, Project Nucleus, Project 18-05 (HUB 121), Project 20-08 (District 121) and Project 20-09 (TUPPS).

Chairman Brewer reconvened the Board meeting back into regular session at 10:42 a.m.

**20-0926** Chairman Brewer called for consideration/discussion/action on MCDC Strategic Priorities for FY21. President Schneible directed the Board to the Strategic Priorities established last year and the list of projects funded that fall under those priorities. She reminded them that they determined

the priorities to be of equal value during last year's discussion. The purpose of discussion today is to determine additions, deletions or changes to the Board priorities going forward. Vice Chairman Glew asked Board members to review the list of projects funded. He moderated a brainstorming session regarding individual top priorities. Each Board member shared their thoughts and priorities which included the following:

- Workforce/low-income housing (housing equality) throughout the city, especially near new mixed-use hubs. Projects should be high quality like Merritt and Cotton Groves.
- Destination parks and/or large-scale entertainment venues to serve residents and attract visitors (specifically a water park). Emphasis was placed on planning for future growth in undeveloped areas (land acquisition, support nature parks like Erwin).
- Historical District support – sets McKinney apart and keeps McKinney unique
- Multi-use developments and new concepts
- Parks and entertainment facilities, specifically north of 380
- Focus on keeping open/green space as northwest McKinney is developed
- East side development – expanding retail in Historic District, rehab projects for housing compliance, centers for community activity, large-scale projects such as TUPPS, grocery stores
- Address public transportation for local workforce
- Focus on completing major Parks projects that have portions of their site plans still not completed – Bonnie Wenk, Gabe Nesbitt (outdoor track), Towne Lake and Old Settlers.
- Facilities/programming (outside of athletics) to support diverse gatherings and conversations for youth of all backgrounds to

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create cultural enrichment and acceptance for all youth

- Community Garden within a city park
- Dog park on east side

Follow-up discussion will be scheduled for the November 19 board meeting.

Chairman Brewer called for Board or Commissioner comments, and there were none.

Board members unanimously approved a motion by Board member Kelly, seconded by Treasurer Richardson-Woods, to adjourn. Chairman Brewer adjourned the meeting at 11:26 a.m.

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MARY BARNES-TILLEY  
Secretary