



McKinney Community Development Corporation Agenda

Thursday, December 17, 2020

8:00 AM

Council Chambers
222 N. Tennessee Street
McKinney, TX 75069

PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

WATCH THE BROADCAST LIVE

This meeting will be broadcast live on cable television and through the City's website. Members of the public who wish to watch this meeting may watch the live broadcast on:

*Spectrum Channel 16;
AT&T U-Verse Channel 99;
and online at <http://mckinney.legistar.com>.*

Please note that a quorum of the MCDC Board may not all be present at the same location. Some members may instead participate in this meeting from one or more remote locations in an effort to contain the spread of COVID-19. In addition, there may be occasions when the audio and/or video transmission may not be clear or may be interrupted. In those instances, the meeting will continue as long as a quorum is still present.

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS ON AGENDA ITEMS (For Non-Public Hearing Agenda Items)

Pursuant to Section 551.007 of the Texas Government Code, speakers wishing to address the MCDC Board regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Chairman may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.

Speaker Request Cards must be submitted to the MCDC Board before the start of the meeting either in person or by email to info@mckinneycdc.org.

Written Public Comments regarding agenda items, including Public Hearings, may be submitted online to the MCDC Board at <http://www.mckinneytexas.org/CitizenComments>.

To be included in the meeting record, online submittals regarding agenda items must clearly state that they should be included in the meeting record and must be received between the time of this posting and 5:00 PM on Wednesday, December 16, 2020.

CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

20-1087 [Minutes of the McKinney Community Development Corporation Meeting of November 19, 2020.](#)

Attachments: [Minutes](#)

REPORTS

20-1088 [Financial Report](#)

Attachments: [Financial report - Oct 2020](#)
[Transmittal Letter - October 2020](#)
[Checks Issued - October 2020](#)
[Financial Report - November 2020](#)
[Transmittal Letter - November 2020](#)
[Checks Issued - November 2020](#)

20-1089 [Board and Liaison Reports](#)

[Board Chair](#)
[City of McKinney](#)
[Visit McKinney](#)
[McKinney Economic Development Corporation](#)
[McKinney Main Street/MPAC](#)

[McKinney Parks and Recreation](#)

Attachments: [Visit McKinney Report](#)
[MEDC Report](#)

20-1090

[President's Report](#)

Attachments: [Grant Funds Awarded - FY21](#)
[Social Media Metrics \(Nov 20\)](#)
[Grant Promotions by MCDCC & City - Cycle I & II 2020 \(Nov 20\)](#)
[Final Report -- Ovation Academy Spring 2020](#)
[Final Report -- CC History Museum](#)
[Final Report -- Wine Walk and Bier Walk](#)

REGULAR AGENDA

20-1091

[Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street \(PC #21-09\) in the Amount of \\$7,500 for the Advertising, Marketing and Promotion of the 2021 Arts in Bloom Event.](#)

Attachments: [Application Packet](#)

20-1092

[Consider/Discuss Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney \(PC 21-01\) in the Amount of \\$2,500 for the Advertising, Marketing and Promotion of the 2021 McKinney Kiwanis Triathlon.](#)

Attachments: [Application Packet](#)

20-1093

[Consider/Discuss Promotional and Community Event Grant Application Submitted by SBG Hospitality \(PC 21-02\) in the Amount of \\$15,000 for the Advertising, Marketing and Promotion of the 2021 Sip and Stroll Series.](#)

Attachments: [Application Packet](#)
[Presentation](#)

20-1094

[Consider/Discuss Promotional and Community Event Grant Application Submitted by The Heritage Guild of Collin County](#)

(PC 21-03) in the Amount of \$12,500 for the Advertising, Marketing and Promotion of 2021 Events including Farmers Market, Educational Programming, Murder Mystery, Farm Fresh Market Dinner and Annual Killis Melton Ice Cream Crank-off.

Attachments: Application Packet
Presentation

20-1095 Consider/Discuss Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC 21-04) in the Amount of \$12,500 for the Advertising, Marketing and Promotion of the 2021 McKinney Then and Now Exhibit.

Attachments: Application Packet
Presentation

20-1096 Consider/Discuss Promotional and Community Event Grant Application Submitted by Colorful Collaborations (PC #21-05) in the Amount of \$2,000 for the Advertising, Marketing and Promotion of the 2021 Legacy Keepers Events.

Attachments: Application Packet
Presentation

20-1097 Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Garden Club (PC 21-06) in the Amount of \$7,700 for the Advertising, Marketing and Promotion of the 2021 Art Meets Floral Event.

Attachments: Application Packet
Presentation

20-1098 Consider/Discuss Promotional and Community Event Grant Application Submitted by Ovation Academy of Performing Arts (PC 21-07) in the Amount of \$11,500 for the Advertising, Marketing and Promotion of 2021 Spring/Summer Productions.

Attachments: [Application Packet](#)
[Presentation](#)

20-1099 [Consider/Discuss Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal Church \(PC 21-08\) in the Amount of \\$7,500 for the Advertising, Marketing and Promotion of the 2021 Empty Bowls Event.](#)

Attachments: [Application Packet](#)
[Presentation](#)

20-1100 [Consider/Discuss Promotional and Community Event Grant Application Submitted by Septrio for Virtual Town Tours \(PC 21-10\) in the Amount of \\$15,000 for the Advertising, Marketing and Promotion of a Virtual Experience for McKinney Visitors.](#)

Attachments: [Application Packet](#)
[Presentation](#)

20-1101 [Conduct a Public Hearing and Consider/Discuss/Act on a Project Grant Application Submitted by Hub Partners, LLC \(21-01\) in the Amount of Two Million Six Hundred Thousand and No/100 Dollars \(\\$2,600,000.00\) for the Development and Construction of The Hub, a Minimum Four-acre Privately-Owned and Maintained, Publicly Accessible, Open Space and Landscaped Area, Including But Not Limited to a Stage with LED Screen, Outdoor Seating, Tables, Umbrellas, Children's Play Area, Sound System, Seating That Will Include a Minimum of 21,000 sf of Retail/Restaurant Space, a Minimum of 10 Restaurants, and a 35,000 sf Community Center and Public Parking.](#)

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Attachments: [Application Packet](#)

20-1102 [Consider/Discuss/Act on a Request from the City of McKinney Housing and Community Development Department for a Second Extension to the Term on the Loan Agreement Executed with McKinney Community Development](#)

[Corporation for Project 19-09, Effective December 31, 2020 to June 30, 2021.](#)

Attachments: [Letter](#)
[Executed Agreement](#)
[Executed Amendment 7.20.20](#)
[PMP Financial Summary 12-01-20](#)

20-1103 [Consider/Discuss/Act on MCDC Strategic Priorities for FY21.](#)

Attachments: [Council Goals](#)
[Strategic Priorities with Council Goals](#)

CITIZEN COMMENTS

BOARD OR COMMISSIONER COMMENTS

Board or Commission Comments relating to items of public interest: Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

E. Section 551.087. Deliberation Regarding Economic Development Matters

FPS

Project 21-01 The Hub

Project 20-09 TUPPS

Project 18-05 Hub 121

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 11th day of December, 2020 at or before 5:00 p.m.

*Cindy Schneible
President*

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Phone 972-547-2694 or email contact-adacompliance@mckinneytexas.org. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.