

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JUNE 29, 2017

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on June 29, 2017 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Hamilton Doak, Jackie Brewer, Rick Glew and Michelle Gamble. Treasurer Myers joined the meeting at 8:45 a.m.

City Council members Present: Councilwoman Tracy Rath

Staff Present: President Cindy Schneible

City Staff Present: Assistant City Manager Barry Shelton, Director of Parks and Recreation Mike Kowski, Assistant Director of Parks and Recreation Ryan Mullins, Parks Planning Manager Jill Yount, Parks/ Planning & Development Manager Jenny Baker, MPAC/Main Street Director Amy Rosenthal, MEDC President Darrell Auterson, Chief Financial Officer Mark Holloway, Senior Financial Analyst Eric Corder, MCVB Communications Manager Beth Shumate, Temporary Administrative Assistant Sterrett Coleman and MEDC Operations and Compliance Administrator Sheri Van Slycke.

There were nine guests present.

Chairman Kuehn called the meeting to order at 8:00 a.m. after determining a quorum was present. Chairman Kuehn read the mission statement for the McKinney Community Development Corporation- to work proactively in partnership with others to promote and fund community, cultural and economic development projects that maintain and enhance the quality of life in McKinney. Chairman Kuehn called for action on the minutes.

17-650 Minutes of the McKinney Community Development Corporation Meeting of May 25, 2017. Board members approved, by a vote of 6-0, the motion by Chairman Kuehn, seconded by Board member Gamble, to approve the minutes.

17-651 Chairman Kuehn called for the May Financial Report. Chief Financial Officer Mark Holloway reported the MCDC revenue is above budget YTD

by 19.09%. Sales tax figures came in 17.36% above last year's collection through May. Interest earnings collected are 100% above expectations. Expenditures are below budget in total. The MCDC fund's expenditures for May were primarily related to The Apex Centre project, with approximately \$293,423 in disbursements. The MCDC has made over \$31.1 million in expenditures related to the construction and finish-out of The Apex Centre.

17-652 Chairman Kuehn called for the Board and Liaison Updates.

City of McKinney - Assistant City Manager Barry Shelton reported staff is welcoming the three new incoming City Council members, Charlie Philips, Scott Elliott and La'Shadion Shemwell. City Council approved an agreement that will help bring Playful Corporation to downtown McKinney, which includes building a 53,000 square foot office building on the Nine Acre Site. City Council also approved an increase of \$10,000 to the Senior and Disabled Tax Exemption. National Citizen Survey did a statistically valid survey of McKinney citizens to measure their thoughts on living in McKinney. The results showed 91% of respondents chose McKinney as an excellent or good place to live. Of the different measures included in the survey, 25 were higher in McKinney than is seen on average in other cities; 114 were on par, and only one was below average, which was the provision of public transit.

McKinney Economic Development Corporation – President Darrell Auterson reported the Gateway Project Team met regarding re-branding and renaming the Gateway Project with hopes of making the recommendations in July. In reference to the Spec Light Industrial RFP's, the review team is going over the RFP submissions for recommendation to the MEDC Board. MEDC hired a new Director of Business Development, however, he had to rescind his acceptance of the position due to an unfortunate family situation. The Director of Marketing and Research search is in the phone interview phase. Staff is

working on a number of projects that will be announced very soon.

MEDC social media initiatives are in the kick-off stage. President Auterson was able to network and connect with the Mayor's office on his recent trip to London, as well as participate in Tech Week and many Industrial Asset Management Council events.

Parks and Recreation - Assistant Director of Parks and Recreation Ryan Mullins shared the upcoming July calendar of events the Parks and Recreation department is hosting. Mr. Mullins introduced the new Parks and Recreation Director, Mike Kowski. Mr. Kowski expressed his appreciation to the MCDC Board for all they do for the community, and to Mr. Mullins for helping him get situated in his new position.

Main Street/MPAC - MPAC/Main Street Director Amy Rosenthal reminded the Board of the annual Red, White and Boom activities, including the Hometown Parade with over 80 entries this year. Ms. Rosenthal encouraged everyone to come see the Hues and Blues Exhibit at MPAC supported by the McKinney Arts Commission. MPAC has launched the 100 Days, 100 Donations Campaign in support of MPAC.

McKinney Convention and Visitors Bureau - MCVB Communications Manager Beth Shumate reported the City received hotel tax revenue of \$46,000, which consisted of about 12 weddings, two social events, two corporate events and one sporting event. MCVB is working with the Farm and Ranch Freedom Alliance on their Farm and Food Leadership Conference coming in September, as well as the Texas Downtown Association which will hold their annual conference in November. The Sports Source is bringing collegiate soccer scouts and coaches to McKinney to scout for players in the area. MCVB is sponsoring the 2017 regional meeting for the South-Central Motor Coach Association from Georgia and Alabama, which will allow MCVB access to over 300 motor coach operators to share the benefits of McKinney. MCVB has

expressed gratitude to Windy Gallagher for her years of partnership as manager of the Made in McKinney store and wishes her well in her new endeavors. MCVB has a new agreement with the McKinney Shop and continues to have a retail presence.

17-653 Chairman Kuehn called for the President's Report. President Schneible directed the Board to the monthly reports on potential projects, grant and project recipient final reports, as well as the status of FY17 grant funds that were attached to the agenda. As a reminder, the deadline for the final cycle of project grants is June 30th at 5:00 p.m. In conjunction with the citizen survey Mr. Shelton mentioned, CDC will be diving deeper into community feedback on quality of life questions. We're working with the City Communications team to post a survey on the City's website. CDC has developed and published brochures and posters to help spread the messages of CDC, including the Buy Local campaign, and would appreciate any opportunities to display and share these new marketing tools. In conclusion, CDC is sponsoring the Country Fair event at ManeGait on July 8th.

17-654 Chairman Kuehn called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by Volunteer McKinney (P&C #17-08), in the Amount of \$5,000 for the Marketing, Promotion and Advertising of the 2017 Santa on the Square Event. Volunteer McKinney Executive Director Dana Riley shared the PowerPoint presentation for the request. Ms. Riley stated the idea for Santa on the Square was to create a fundraiser for Volunteer McKinney that was something other than a Gala. This Santa experience is unique due to the one-on-one quiet time each child receives during their visit along with no waiting in line. In 2016, the event drew 1,625 visitors to the Square.

17-655 Chairman Kuehn called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by North

Collin County Habitat for Humanity (P&C #17-09), in the Amount of \$4,000 for the Marketing, Promotion and Advertising of the 2017 Monster Mash Birthday Bash Event. Development and Marketing Manager, Elizabeth Johnston shared the presentation for the request. The primary reason the NCCHH hosts the Monster Mash Birthday Bash is to promote the ReStore to new customers. In addition, the event increases the awareness for affordable housing programs, as well as the environmental recycling NCCHH ReStore supports. NCCHH has measured year over year increased traffic from the surrounding communities through the advertising and marketing materials produced, and documents the demographics of event participants.

17-656 Chairman Kuehn called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by McKinney Rotary Club Foundation (P&C #17-10), in the Amount of \$5,000 for the Marketing, Promotion and Advertising of the 2017 Rotary Parade of Lights Event. President-elect of McKinney Rotary Club Tim Baker presented the grant request. This parade draws people from the McKinney area, but also from all over North Texas, as well. The \$5,000 grant request is to defer the cost of advertising the parade. The McKinney Rotary Club has served the community for more than 90 years, sponsoring numerous scholarships and charities in the McKinney community. McKinney Rotary extends their advertising dollars by cross-promoting with other organizations that host events in Historic Downtown McKinney.

17-657 Chairman Kuehn called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by the Heritage Guild of Collin County (P&C #17-11), in the Amount of \$10,000 for the Marketing, Promotion and Advertising of the 2017 Fall Season of the McKinney Farmer's Market, 2017 Legends of McKinney Ghost Walk and 2017 Holiday Tour of Homes Events. Board member Glew recused

himself during the presentation and discussion of Agenda item **#17-657**.

Development Director Melanie Perkins provided the presentation for the request. The mission statement for Chestnut Square is to celebrate community, preserve history and inspire the future. The events scheduled for the 2017 fall season will be held from August to December. These events have proven to support tourism and shopping with 50,000 visitors annually. Board member Glew returned to the dais upon completion of the presentation and discussion of Agenda item **#17-657**.

17-658 Chairman Kuehn called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by Arts and Music Guild (P&C #17-12), in the Amount of \$7,000 for the Marketing, Promotion and Advertising of the 2017 McKinney Art Studio Tour Event. Leslie Ortega provided the presentation for the grant request. In 2016, with the support of a MCDC grant, the event drew over 1,000 visitors and 42% were from outside McKinney. The goals for 2017 are to increase attendance by 10-20%, attract attendees from outside McKinney and to increase awareness of McKinney's amazing quality of life. Grant monies will be used to advertise through print, radio and billboards.

17-659 Chairman Kuehn called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by Collin County Master Gardeners Association (P&C #17-13), in the Amount of \$10,000 for the Marketing, Promotion and Advertising of the 2018 Garden Show. Master Gardener Jim Ewoldsen provided the presentation for the grant request. Mr. Wilson explained that the Master Gardeners Association was established to assist and support the Texas A & M Agrilife Extension Horticulture agent in providing the community with research-based information on sustainable practices and environmental stewardship. The March 17-18, 2018 event expects to draw 9,000 attendees which includes surrounding counties and states.

- 17-660** Chairman Kuehn called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by McKinney Main Street (P&C #17-14), in the Amount of \$15,000 for the Marketing, Promotion and Advertising of the 2017 Oktoberfest Event. Director Amy Rosenthal provided the grant request presentation. Oktoberfest is the largest event held in downtown McKinney annually. It draws over 50,000 attendees. On-site surveys indicate 58% of guests visit a store or even a restaurant in downtown. Business owner surveys indicate that 67% report traffic is good and excellent. In addition, 53% of surveyed guests reported coming from zip codes outside of McKinney.
- 17-661** Chairman Kuehn called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by Mission Regan (P&C #17-15), in the Amount of \$5,000 for the Marketing, Promotion and Advertising of the 2017 Golf Tournament. Executive Director Josh Willis provided the presentation. Mission Regan collects surplus medical supplies and equipment to provide to those in need since 2013. The golf tournament is their largest fundraiser. Half of the golfers come from outside the area, with approximately 95 golfers.
- 17-662** Chairman Kuehn called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by Embrace Texas (P&C #17-16), in the Amount of \$2,500 for the Marketing, Promotion and Advertising of the 2017 Child to Family Event. Director of Programs Denise Kendrick provided the presentation. Embrace Texas was founded to meet the needs of foster and adopted children by recruiting foster homes in McKinney, which allows more McKinney foster children to remain in this community. Attendees are expected at 85-95 folks. Advertising funds will be used for radio, print and billboards.
- 17-663** Chairman Kuehn called for the Consideration/Discussion of the Promotional and Community Event Grant Application Submitted by

Crape Myrtle Trails of McKinney (P&C #17-17), in the Amount of \$7,780 for the Marketing, Promotion and Advertising of the 2017 Crape Myrtle Run the Trails Event. Board President Phil Wheat and Andrea Harvey provided the grant request presentation. Crape Myrtle Trails will be doubling their use of radio promotion, Facebook ads, Twitter and a number of other avenues. Last year there were over 1,000 paid participants.

17-542 Chairman Kuehn called for the Consideration/Discussion/Action on Project #17-04, Submitted by the City of McKinney for an MCDC Loan to Aimbridge Hospitality in the Amount of Five Million Dollars (\$5,000,000) and an MCDC Grant to Aimbridge Hospitality in the Amount of Three Million Dollars (\$3,000,000) for Partial Funding for the Construction of a Resort Hotel; Estimated Project Construction Cost is \$98,500,000; the Amount Requested Represents 8.12% of the Total Estimated Construction Cost (Request to be Tabled to July Meeting). Board members unanimously approved the motion by Secretary Doak, seconded by Board member Glew, to table Project #17-04 to the July 27, 2017 meeting.

17-664 Chairman Kuehn called for a Public Hearing and the Consideration/Discussion/Action on a Request for Funding Project #17-05, Submitted by the City of McKinney Parks and Recreation Department in the Amount of Five Million, Five Hundred Thousand Dollars (\$5,500,000) for Park Land Acquisition, Parks Accessibility Improvements and for Design and Construction of Various Parks, Facilities and Trail Projects. Assistant Director of Parks and Recreation Ryan Mullins mentioned Parks Planning Manager Jill Yount, Parks/Planning & Development Manager Jenny Baker are the key personnel involved in this project. Mr. Mullins explained that the proposed projects are part of the 10-year CIP and will address areas that have the most immediate needs of the community in the most cost effective manner.

The Parks Master Plan identifies areas of deficit, provides a vision for addressing growth and provides a plan for immediate and long term park, park facilities and trail improvement needs. The Parks Master Plan was utilized in identifying projects for this FY17-18 grant application. The \$5,500,000 equals \$1,250,000 Finch Park Phase IV, \$1,000,000 Hike and Bike Trails, \$500,000 Land Acquisition, \$500,000 Gray Branch Park Phase I, \$250,000 Park Accessibility, \$500,000 Al Ruschhaupt Park Restroom Renovation and \$1,500,000 for Senior Center Expansion. Chairman Kuehn requested citizen comments and there were none. Board members unanimously approved the motion by Board member Glew, seconded by Vice Chairman Clarke, to close the public hearing for Project #17-05.

Chairman Kuehn recessed the meeting into Executive Session at 9:31 a.m. per Texas Government Code: Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Chairman Kuehn reconvened the meeting to open session at 10:33 a.m.

17-544 Chairman Kuehn called for the Consideration/Discussion/Action on MCDC Strategic Plan Priorities. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Brewer, to approve the MCDC Strategic Plan Priorities as presented.

Chairman Kuehn called for citizen comments and there were none. Chairman Kuehn called for Board comments. Chairman Kuehn thanked the MCDC Board for all their efforts and for their support during his recent loss and his absence from the dais.

Board members unanimously approved the motion by Treasurer Myers, seconded by Vice Chairman Clarke, to adjourn. Chairman Kuehn adjourned the meeting at 10:35 a.m.

KURT KUEHN

Chairman