

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**DECEMBER 21, 2017**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on December 21, 2017 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman Dave Clarke, Treasurer David Myers, Rick Glew, Michelle Gamble, and Jackie Brewer. Absent: Secretary Hamilton Doak

Staff Present: President Cindy Schneible; City Manager Paul Grimes; Main Street Program Director Amy Rosenthal; MEDC President Darrell Auterson; Facilities Construction Manager Patricia Jackson; MCVB Sales Manager Vanesa Rhodes; Apex Center Manager Teresa Thomason; Assistant Director of Parks & Recreation Ryan Mullins; Director of Parks & Recreation Michael Kowski; Temporary Administrative Assistant Sterrett Coleman; MEDC Operations and Compliance Administrator Sheri Van Slycke; Council member Scott Elliott

There were 13 guests present.

Chairman Kuehn called the meeting to order at 8:00 a.m. after determining a quorum was present.

**17-1222** Chairman Kuehn called for the Minutes of the McKinney Community Development Corporation Meeting of November 16, 2017. Board members unanimously approved the motion by Treasurer Myers, seconded by Vice Chair Clarke, to approve the minutes of the McKinney Community Development Corporation Meeting of November 16, 2017

**17-1223** Chairman Kuehn called for the October and November Financial Reports. Chief Financial Officer Mark Holloway reported sales tax for November was up 5.2% over last year and October sales taxes were flat. YTD sales tax is up 2.4% and is projected at 5.2%. CFO Holloway will report back in February on December, as it is a big month for sales tax so until then it is hard to update the projected sales tax for the year.

**17-1224** Chairman Kuehn called for Board and Liaison Updates. Chairman Kuehn

stated MCDC had a fantastic Christmas event at Chestnut Square. My family was honored to be the grand marshals of the Rotary Parade of Lights and represent the MCDC (McKinney Community Development Corporation). Chairman Kuehn also participated in the Habitat for Humanity Wall Raising with Councilman Elliott. It was a fantastic event; Habitat is meeting a real need for the City with respect to low income housing, and events like the Wall Raising show how the MCDC is helping to fill those needs. Chairman Kuehn is honored and proud to be part of the MCDC.

City of McKinney - City Manager Paul Grimes reported Mayor Fuller and Councilman Charlie Philips testified before the PUC (Public Utilities Commission) on a matter involving Brazos Energy and their location of transmission electric lines along the Sam Rayburn Tollway corridor. The administrative law judge recommended the substation and transmission lines be on the South side of Sam Rayburn Tollway. A decision should be decided at the next public meeting on January 19<sup>th</sup>. Mr. Grimes continued Mayor Fuller and Deputy City Manager Jose Madrigal had a positive meeting with Texas' Executive Director of Economic Development and Tourism, Bryan Daniel. They discussed funding opportunities the state may provide for the McKinney National Airport. A finalized draft of the Airport Master Plan Update is complete and ready for the approval process. A primary recommendation is the acquisition of 500 acres of land to secure the future growth of the airport.

McKinney Convention and Visitors Bureau – Sales Manager Vanesa Rhodes reported the economic impact from the Texas Downtown Association event resulted in over \$104,000. Ms. Rhodes expressed a special thanks to Amy Rosenthal and her team for their help in hosting the event. Special thanks were also given to Mayor Fuller, City Manager Grimes, Assistant City Manager Barry Shelton, Councilwoman Rath, Historic Preservation Officer Guy Giersch, Planning Manager Matt

Robinson, Development Engineering Manager Matthew Richardson and Community Partner Don Day for being guest speakers at this event. The MCVB assisted in over 1,000 room nights, in November, for a value of \$127,000 which consisted of 14 weddings, two association events, three corporate events and one social event. The MCVB received applications for \$10,000 in grant monies. There are five requests the board will vote on at the next meeting. The board will also be voting on the Tourism Partner of the Year.

McKinney Economic Development Corporation – President and CEO Darrell Auterson reported following last month's approval of the Southgate Master Development Agreement, there will be a fantastic website created to promote the site as well as a full array of marketing materials that will be completed by the end of the calendar year. The development team is targeting over 3,500 corporations to receive marketing materials for the office prospects. The Retail Development Team has had conversations with at least 18 different restaurant operators and anticipate 2018 will be a very exciting year for the marketing and promotion of the new Southgate Development. The PACCAR building foundations are being poured and the project is moving along quickly. Playful Corporation's first set of walls should go up next week. The Hunt Southwest projects are not as far along with the construction on Wilmeth Street but they have stimulated a lot of other speculative interest. At the MEDC Board Meeting this week the board approved another proposal for additional development. A January groundbreaking is scheduled for Independent Bank.

MPAC/Main Street - MPAC/Main Street Program Director Amy Rosenthal reported Home for the Holiday's had record setting attendance of over 35,000. The Rotary Parade of Lights was a fantastic event with an estimated 10,000 spectators. In January we have the comedy act *Four Funny Females* and the bridal show on January 20<sup>th</sup> in partnership with

the MCVB.

Parks and Recreation - Director of Parks and Recreation Michael Kowski reported the council approved the contract for the expansion of tennis complex at Gabe Nesbitt Park, a \$9.6 million dollar project. Director Kowski shared that the Parks and Rec department hosted a tour with the parks board and members of MCDC. Director Kowski thanked Mr. Doak for his service as liaison to the parks board from MCDC. The APEX Center won The Recreation Facility Design Excellence Award from the North Region Conference of Texas Recreation and Park Society. Director Kowski presented the award to MCDC President Cindy Schneible.

**17-1225** Chairman Kuehn called for the President's Report. MCDC President Cindy Schneible encouraged board members to review the reports attached to the agenda, which include three final reports on grants this board approved; two for Habitat and one for Chestnut Square. If you haven't already, please read the reports provided as it's important to see the impact the MCDC funds have on those organizations. The MCDC is accepting project grant applications through January 3<sup>rd</sup>. The MCDC is also accepting nominations for the Annual Quality of Life Award through January 4<sup>th</sup>. Additional Information, award criteria, and the nomination form is available on our website, [mckinneycdc.org](http://mckinneycdc.org).

**17-1240** Chairman Kuehn called for a Public Hearing and the Consideration/Discussion/Action on Amending Project #17-05 to Reallocate \$750,000 Approved for Hike and Bike Trail Design and Construction and \$500,000 Approved for Land Acquisition; to Allow the Funds Totaling \$1,250,000 to be Used for the Design and Construction of Additional Park Amenities, Pedestrian and Vehicle Connections, Parking, and Landscape Enhancements in Gabe Nesbitt Community Park. Director of Parks and Recreation Michael Kowski explained details of the Gabe Nesbitt Community Park Master Plan and requested a reallocation

of funds in the amount of \$1,250,000 for design and construction. Board Chairman Kuehn expressed concerns regarding the distance of the proposed parking lot and safety for pedestrians having to cross the main road by the intersection. Director Kowski responded saying an option is to have employees park in that area and will re-engage with master planners to address that issue to ensure safety. Chairman Kuehn called for public comments and there were none. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Treasurer Myers, to close the public hearing. Board members unanimously approved the motion by Treasurer Myers, seconded by Vice Chairman Clarke, to approve amending Project #17-05 to reallocate \$750,000 for Hike and Bike Trail Design and Construction and \$500,000 for Land Acquisition; to allow the funds totaling \$1,250,000 to be used for the design and construction of additional Park Amenities, Pedestrian and Vehicle Connections, Parking, and Landscape Enhancements in Gabe Nesbitt Community Park.

**17-1239** Chairman Kuehn called for the Consideration and Discussion of Bike Share Options for the City of McKinney. Director of Parks and Recreation Michael Kowski presented the options for creating a bike share program in McKinney. Over the years, bike-sharing has grown in popularity and need. There are three types of bike-sharing; point-to-point; ride & return; and distributed. There are challenges with all three types that have to be considered. Director Kowski shared a planning process he wants to consider before moving forward with bike sharing in McKinney, consisting of research and conducting a feasibility study, planning and design, and creating business and financial plans. The Board members shared their perspectives regarding cost and liability, and private vs. public ownership.

**17-1226** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by Collin County History Museum (PC#18-01) in the Amount of \$8,532 for

Advertising, Marketing and Promotion of the 2018 Texas and Collin County World War I Centennial Commemoration Events. Mary Carole Strother with the Collin County History Museum presented. The exhibit launched in 2017, with 4,000 visitors from March through October, expecting a total of 5,500 by year-end. The exhibit will be open this year from January through November and expect an attendance goal of 8,000.

**17-1227** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#18-02) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2018 Arts in Bloom event. MPAC/Main Street Program Director Amy Rosenthal presented. The event will be held April 13-15, 2018 in Historic Downtown McKinney. In 2017 the Arts & Bloom event grew to three days seeing over 33,000 guests. There were 110 artists from 16 different states and we anticipate this will grow and are prepared to accommodate up to 150 artists. The event included 14 wineries as well as numerous live performances. Director Rosenthal shared *D Magazine* said the best time to visit downtown McKinney was during the Arts & Bloom Event.

**17-1228** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by Elemental Essentialz (P&C#18-03) in the Amount of \$15,000, for the Advertising, Marketing and Promotion of the 2018 Gardens, Grill and Goats and the Pumpkin Chunkin Events and the 2019 Fall in Love at the Farm Event. Owner Theresa Harris presented. The goal of Elemental Essentialz is to provide real food, a unique shopping experience and true connections to community. The company plans to open a zero waste market, farm and café. Community events planned to promote Elemental Essentialz zero waste mission are: Gardens, Grills and Goats; Pumpkin

Chunkin and Fall in Love at the Farm. Projected attendance is 100 residents and visitors for each event, with 20% coming from outside of McKinney. The target audience for the events includes McKinney ISD students, teachers and families; McKinney business owners and employees; City officials; families and visitors from surrounding cities; individuals and companies with an interest in sustainability, zero-waste and the future of food and community programs. The events will be held at Elemental Farmz located at CR 862 in McKinney.

**17-1229** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by St. Peter's Episcopal Church (PC#18-04), in the Amount of \$7,500 for Advertising, Marketing and Promotion of the 2018 Empty Bowls Event. Jamie St. Clair, coordinator of the event presented. The Empty Bowls Event will take place on May 3, 2018 at McKinney Performing Arts Center (MPAC) in Historic Downtown McKinney. The attendance goal is 1,000+ from McKinney and across the DFW area. This event promotes the artists and restaurants that participate. Proceeds benefit Community Lifeline Center's hunger initiatives.

**17-1230** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by Kiwanis Club of McKinney (PC#18-05) in the Amount of \$5,000 for the Advertising, Marketing and Promotion of the 2018 Historic McKinney Triathlon, Duathlon and Kids Triathlon Events. Dennis Williams from the Kiwanis Club presented. The events will be held April 22, 2018. The targeted participation number is 400 for the triathlon and 250 for the youth event and 100 for the newly added Duathlon and 5K run. In 2017, 72% of participants came from outside of McKinney.

**17-1231** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by

ManeGait Therapeutic Horsemanship (PC#18-06) in the Amount of \$8,000 for Advertising, Marketing and Promotion of the 2018 ManeGait Country Fair. Chief Development Officer Susan Hansen presented. The mission of ManeGait is to ensure that children and adults with disabilities move beyond their boundaries through the healing power of the horse and the dedication of a professional and caring community. The event will be held on April 28, 2018 at ManeGait. Modeled after old-fashioned county fairs, the event will feature fun for the whole family. The target audience includes friends of ManeGait and families from Dallas, Denton, Collin, Grayson and Rockwall Counties. The estimated attendance is 1,200 visitors.

**17-1232** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by McKinney Garden Club (PC#18-07) in the Amount of \$7,500 for Advertising, Marketing and Promotion of the 2018 Garden and Home Tour Event. Melinda Wedding with the McKinney Garden Club presented. Ms. Wedding indicated they misunderstood the process and revised the requested amount to \$4,000. Founded in 1930, The McKinney Garden Club has been committed to promoting an interest in gardens and gardening. The event will be held on June 9, 2018 and will be hosted in six to eight homes in the Historic District. The event provides funds for charitable beautification projects that have included: Heard-Craig House Memorial Garden; Chestnut Square's Meditation Garden and School House landscaping; Collin County SPCA; Crape Myrtle Trails Central Park urban garden; benches at MPAC; Lovejoy Memorial Flowerbed at Finch Park; Signature Project of planting bulbs in medians throughout the City of McKinney. 2018 will mark the 10<sup>th</sup> anniversary for this event.

**17-1233** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by



Heritage Guild of Collin County (PC#18-08) in the Amount of \$15,000 for Advertising, Marketing and Promotion of the 2018 Farmer's Market, Tour de Coop and Ice Cream Crank-off events. Chairman Kuehn reported that Executive Director, Jaymie Pedigo is ill and not here today so the presentation will be sent out to board members.

- 17-1234** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by Project Graduation (PC#18-09) in the Amount of \$11,900 for Advertising, Marketing and Promotion of the 2018 McKinney's Project Graduation Event. Project Director Amanda Szecsy presented. Project Graduation is a 501(c)(3) organization started at McKinney North High School and has grown to include all three McKinney ISD High Schools; over 1,300 students. The mission of McKinney's Project Graduation is to provide a safe, alcohol and drug free, all night, event for all MISD seniors (McKinney Boyd, McKinney North, McKinney High) on graduation night. Although highly praised by administration, teachers and parents, it is not a McKinney ISD sponsored event. *Mothers Against Drunk Driving* statistics show car crashes are the leading cause of teen deaths with 25% of those involving underage drinking. The biggest danger a teen faces on graduation night is an auto accident. We believe Project Graduation saves lives. Vice Chairman Clarke requested reason(s) why McKinney ISD does not sponsor the event. Ms. Szecsy will follow up to provide this information.

- 17-1235** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by Smiles Charity (P&C #18-10), in the Amount of \$15,000 for Advertising, Marketing and Promotion of the 2018 Smiles Charity Concert. Smiles Charity Board Member Karen Holden presented. Smiles Charity is a 501(c)(3) and raises funds to build homes for wounded veterans. Over the past 10 years, Smiles has built 12 homes for deserving families. The

event will be held on May 27, 2018 in Adriatica. The event is a free community-wide concert that attracts 15,000 participants ~~free of charge~~. 2018 will mark the 11<sup>th</sup> anniversary of the Smiles Charity Concert and Family Festival.

**17-1236** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by The Celt (P&C #18-11) in the amount of \$15,000 for Advertising, Marketing and Promotion of the 2018 McKinney Celtic Music Festival. Chairman Kuehn reported to the board that the application had been withdrawn.

**17-1237** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by Community Garden Kitchen (P&C #18-12) in the amount of \$8,000 for Advertising, Marketing and Promotion of the 2018 Star-Spangled Salsa Fest. Angela Poen with the Community Garden Kitchen presented. Community Garden Kitchen is a 501(c)(3), established in 2014. This is the first year for this event which will be held on July 4, 2018 at Chestnut Square. The event will happen immediately following the downtown parade. This is going to be a family focused event and will feature a variety of activities. The estimated attendance is 10,000. Admission will be \$5 for adults; children 12 and under get in free. The mission of the Community Garden Kitchen is to raise approximately \$700,000 in funds to build a 4,780 square foot, free standing kitchen and dining facility to serve meals to anyone experiencing hunger in the area. The kitchen will be located on the campus of Holy Family School in McKinney. Net proceeds from this event will support the kitchen initiative. To date, we have raised \$225,000 and hope to have the remaining funds by the end of this year.

**17-1238** Chairman Kuehn called for the Consideration and Discussion of the Promotional and Community Event Grant Application Submitted by the City of McKinney Parks and Recreation Department (PC#18-13) in the

Amount of \$15,000 for Advertising, Marketing and Promotion of a Holiday Light Display in Gabe Nesbitt Park. Apex Manager Teresa Thomason presented. The goal of establishing a scholarship program for those in financial need was discussed beginning early in the construction phase of the Apex Centre. Net proceeds from the event will support the scholarship program. The event will take place December 1st through December 24th, 2018. Estimated attendance, with calculations based on attendance at Main Street events, is 50,000.

- 17-1241** Consider/Discuss/Act on Priorities for Potential Projects and McKinney Community Development Corporation Funding. MCDC President Cindy Schneible referred to the priority list developed at the November meeting that consists of 17 items. A suggestion was made to review and discuss to determine if some of these items should be combined or remain separate. Following discussion,—board members would have an opportunity to refine the list in terms of the total number of priorities to focus on. The discussion was led by Board Member Glew. Following a review of the potential priorities, board members utilized a preferencing process to identify project priorities for future consideration. Board members directed Ms. Schneible to secure priority input from Mr. Doak and Mr. Myers, since they were not in attendance at the meeting. Additionally, board members indicated their interest in continuing to work on scheduling joint meetings with City Council, the McKinney Economic Development Corporation board and the Parks and Recreation Advisory Board.

Chairman Kuehn called for Board or Commissioner Comments and Chairman Kuehn shared his concern regarding crime in some of the city's parks. Chairman Kuehn asked Director Kowski what options have been explored and if there was a need for a project request? Director Kowski reported they had a camera vendor do an analysis at some of the key parks. Director Kowski is reviewing the information and determining what action to take.

Chairman Kuehn recessed the meeting into executive session at 10:40 a.m. per Texas Government Code: Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Chairman Kuehn recessed back into open session at 11:06 a.m.

Chairman Kuehn called for Citizen Comments and there were none.

Board members unanimously approved the motion by Board member Brewer, seconded by Vice Chairman Clarke, to adjourn. Chairman Kuehn adjourned the meeting at 11:07 a.m.

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KURT KUEHN  
Chairman