MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JUNE 26, 2018

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, June 26, 2018 at 8:00 a.m.

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

City Council members Present: Councilwoman Tracy Rath.

Staff Present: President Cindy Schneible; Mayor George Fuller; City Manager Paul Grimes; Assistant to City Manager Trevor Minyard; Director of Parks and Recreation Michael Kowski; Assistant Director of Parks and Recreation Ryan Mullins; Chief Financial Officer Mark Holloway; Director of MPAC/Main Street Amy Rosenthal; MCVB Sales Manager Vanesa Rhodes; MEDC Interim President Abby Liu; City Secretary Sandy Hart; MEDC Operations and Compliance Administrator Melissa Dixon.

There were sixteen guests present.

18-538 Minutes of the MCDC Meeting of May 24, 2018. Board members unanimously approved the motion by Secretary Doak, seconded by Board member Glew, to Approve the May 24, 2018 minutes.

18-539 Vice Chairman Clarke called for the May Financial Report. Chief Financial Officer Mark Holloway reported that the sales tax revenue was above budget by 4.5% for March collections in comparison to last year; year-to-date sales tax revenue is 4.6% above budget. Year-to-date was budgeted at 5.2%.

18-540 City of McKinney – City Manager Paul Grimes reported that city staff is working on the budget process and is on track to be presented to City Council at the August 10th Budget Workshop. Mr. Grimes reminded the Board that the next City Council workshop and meeting is cancelled for the July 4th holiday and will resume on July 16th and 17th. He pointed out

that city staff was recently recognized on June 15th by the North Central Texas Council of Government (NTCOG) with the "Regional Cooperation Award" for contributing funds alongside Collin College and the City of Allen towards the construction of a regional public-safety training facility for both police and fire. The facility includes a shooting range, as well as fire-training facilities. This award is truly an example of regionalism in local government. In addition, the Communications and Marketing department has received twelve awards in the past few weeks. Six of the awards were from the International Hermes Creative Awards, an international entity that recognizes a variety of public agencies around the world for communications and marketing efforts. The remaining six awards were from the Texas Association of Municipal Information and Officers (TAMIO).

McKinney Convention and Visitors Bureau – MCVB Sales Manager Vanesa Rhodes praised the Streets department for assisting with parking so that the McKinney First Responders could attend events during National Tourism Week, as well as the MPAC/Main Street department for their help coordinating the walking history tours. In May, the Volunteer Management Conference used Collin College and Hampton Inn to host their conference; the Texas State Society of American Technologists utilized the Sheraton; Vintage Market Days, held at Myers Park, utilized the Hampton Inn. Ms. Rhodes encouraged the Board to go to their website, www.visitmckinney.com, and check out a new project that Beth Shumate and DeeDee Guerra have been working in the photo gallery; they are utilizing a user-generated contact program called "CrowdRiff" which allows anyone to take photos and hashtag (#) them with a variety of phrases related to McKinney, TX. These photos then show up on the MCVB website.

McKinney Economic Development Corporation – Interim President Abby Liu updated on six current MEDC projects to include Project Todd,

Project Harvest, Project Knowledge, Project Sunny, Project Lucky and Project Blue Pineapple, an international prospect from Asia. On May 17th-18th, the MEDC team attended ECONOMIX, which is networking event consisting of economic development professionals and nationwide site selection consultants. On June 4th, the MEDC was an interactive hole-sponsor at the annual McKinney Chamber Golf Classic; along with MEDC staff, MEDC Chairman Burress, Board members Denny, Jones, Minissale and Clark, participated in sharing information on upcoming McKinney developments with golfers.

McKinney Main Street/MPAC – MPAC/Main Street Director Amy Rosenthal thanked the Board for their input on the Cultural District application. The application has been submitted to Texas Commission of the Arts in Austin, TX; a response of whether or not the State of Texas will recognize the McKinney Downtown as a Cultural District should be available by September 6th. Upcoming events in July include the McKinney Community Band's patriotic concert "Land of Liberty" this Sunday; the "American Farmer" exhibit by photographer Paul Mobley is on display in the gallery; Asleep at the Wheel band will perform on July 21st; and for the Independence Day holiday, the annual 4th of July parade will start at 10:00 a.m., followed by the Yankee Doodle Block Party on Louisiana Street, the Salsa Fest in Chestnut Square, and the day of festivities will be wrapped up by the Red, White and BOOM! at Craig Ranch in the evening.

McKinney Parks and Recreation – Director of Parks and Recreation Michael Kowski invited the Board to attend Red, White and BOOM! on July 4th, starting at 6:30 p.m. at Craig Ranch. The Parks Maintenance team was recognized by Mr. Kowski for keeping up with close to 100 acres of newly absorbed property in the Parks system; there have been many residents that have stopped the Parks Maintenance team to personally thank them for their work, especially in this hot weather. The

Apex Center's landscaping was recently refreshed with additional flowers and plants due to some greenery not surviving the cold winter weather.

Vice Chairman Clarke commented that he had recently visited the Towne Lake Park playground with his grandsons, who "heartily approve" of the improvements that have been made. He also had several residents personally thank him for the upgrade made to the playground as well.

Vice Chairman Clarke thanked the City and staff, including the Planning department for the public meeting that was held several weeks ago on the ONE McKinney 2040 vision/comprehensive plan; he felt it was well-performed by staff, as well as well-attended by residents. Clarke felt the presentation was a great reflection on how well-prepared the City is, in addition to keeping the citizens informed of the future plans for the City of McKinney.

18-541 Vice Chairman Clarke called for the President's Report. MCDC President reminded the Board to review the documents in the packet, in particular, the recap of the grants awarded by the MCDC so far this year. In terms of the status of the funds remaining, the MCDC has approximately $97,000 available for project grants and $75,000 for promotional grants. There are also three final reports provided by grant recipients of promotional funds; the reports are very detailed provide great information on the success of the events and how they met the metrics of the grant fund requests. Ms. Schneible received an update yesterday from the McGov development team on the Craig Ranch Resort Hotel; their primary focus has on negotiating the financial terms. Terms have been finalized with their equity partners; they are currently working on the agreement for financing. The closing is expected to take place in late June or early July. The team is working on the completion of the Marriott franchise application; the Marriott franchise committee is scheduled to meet mid-July. They are also working on securing bids for major building systems,

as well as building relationships in the community. More information will be provided at the July MCDC Board meeting. Ms. Schneible received information from Collin Kimble last night, regarding a memorial service being planned for Bobby Younger; Mr. Younger is a McKinney native who fought in World War II. His plane was shot down and his remains have been missing for the past seventy-three years. His remains have been released and returned to the United States; he will be buried in the Arlington National Cemetery. The McKinney community will be honoring his life at the Veterans Memorial Park with a sundown memorial service on Wednesday evening.

18-542 Vice Chairman Clarke called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by Collin County Master Gardeners Association (PC #18-14) in the Amount of $10,000 for the Advertising, Marketing and Promotion of The Garden Show 2019. Vice Chairman Clark called for Kim Shultz to speak. Kim Shultz, President of the Collin County Master Gardeners Association. The organization is a 501c3, educational and volunteer-based program affiliated with Texas A&M AgriLife, based in McKinney with about 300 members. Their mission is to educate the public on sound horticulture practices. They have hosted a Garden show for the past eight years; it is a two-day educational and one-of-a-kind destination event held at Myers Park in the Event Center. There are educational and demonstration booths for adults and children, as well as tours of the award-winning research and demonstration gardens at Myers Park. This event is not a fundraiser; all entrance proceeds go to a charity partner and in 2018, the partner was Volunteer McKinney. There were 6500 attendees at the 2018 event; attendees come from all over Texas and surrounding states. There are about 50-60 local independent sponsors and vendors primarily local independent businesses based in McKinney and Collin County; the

retention rate for sponsors is about 80%. The vendors re-spend their revenue in McKinney and Collin County; the local independent vendors reinforce McKinney's uniqueness. Due to the garden show being self-supported, it brings a need for increasing advertising and promotional efforts. The plan is to use a multichannel marketing approach to advertising the 2019 show; this will include print, social media and radio.

18-543 Vice Chairman Clarke called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by Heard Craig Center for the Arts (PC #18-15) in the Amount of $6,030 for the Advertising, Marketing and Promotion of Schön Everywhere. Vice Chairman Clarke called for Nate Pike to speak. Mr. Pike, representing the Heard-Craig Center for the Arts, shared that Schön Everywhere 2018 is providing a new and unique event for this area. Heard-Craig Center for the Arts has partnered with the Freya Frahm Haus in Leboe, Germany to form an international pop-up art gallery exchange in the Fall of 2018. Local artists from all over the US will send their artwork overseas (ten to twenty-five pieces) to Germany in exchange for the same amount of artwork to be displayed here in McKinney during the Oktoberfest in September. The American artwork will be shows in Germany during their annual Regatta event. The amount being requested is for ads, show booklets and advertisement shipping. The ads will be featured in Leboe, Germany, as well as advertising in areas like Community Impact. Board member Gamble asked if the Heard-Craig has ever participated in an international art exchange in the past; Mr. Pike was not aware that this has ever been done in the past. Board member Glew asked for an estimation on the number of attendees expected for this event; Mr. Pike stated that they were unsure since it is a first-time event. Mr. Pike confirmed for Secretary Doak that the artwork will be on display during both September and October.

18-544 Vice Chairman Clarke called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by Crape Myrtle Trails of McKinney Foundation (PC #18-16) in the Amount of $8,780 for the Advertising, Marketing and Promotion of the 2018 Crape Myrtle Run and Festival. Vice Chairman Clarke called Phil Wheat to speak. Mr. Wheat shared that the event always takes place on Saturday during the Oktoberfest; for the past few years, it has been held in the McKinney North High School's parking lot. Several goals for this year's event is to see increase in runner counts, school donations, out-of-town participants, etc. The grant will allow the KLEG radio station to promote the event; this station is based in Sherman and draws people from the north. McKinney is the first big town to the south of the advertised area. The promotion focuses on "stay and play" and drawing people in that would not normally attend. Crape Myrtle Trails of McKinney Foundation is teaming up with the Oktoberfest. The runners can trade their bibs in for drink and food tickets. The running event has become an important part of McKinney's culture.

18-545 Vice Chairman Clarke called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC #18-17) in the Amount of $15,000 for the Advertising, Marketing and Promotion of the 2018 McKinney Wine and Music Festival. Vice Chairman called Lauren Stephan to speak. Ms. Stephan referred to the McKinney Wine and Music Festival as the "crown jewel" of all of the festivals that she plans. The second annual event is returning to McKinney on Saturday, October 20th from 12:00 p.m. to 4:00 p.m. at Adriatica. The fun of the event includes four bands playing all day, eighteen wineries, food and over a hundred McKinney artists, boutiques and local businesses. Entertainment will include a stomping competition that benefits The Warriors, a non-profit organization. There will be a play

zone for kids, as well as a culinary experience tent that showcases talented McKinney culinary experts. The event is free, family-friendly and food and wine are available for purchase. The event partnered with the Love Life Foundation, a non-profit organization; they will receive a portion of the proceeds. Last year, the event had 3500 attend the festival and the event had the largest following on Facebook of all DFW events. This year's event is expected to bring in 4000-5000 people. The event promotes tourism, adds value to the McKinney and furthers McKinney's reputation for being a cultural arts destination. The grant would help the event grow to become an annual McKinney tradition through an advertising campaign. This campaign would include advertising in Community Impact, Dallas Observer, Pandora ads, local radio, magazines, flyers and vendor fees for other events around DFW. Secretary Doak asked how much of the event's proceeds was donated to the recipient out of the total revenue; Ms. Stephan stated that last year's partner, The Community Garden Kitchen, received $1,800 of the $18,000 in revenue. She added that this year, the event hopes to raise $4,500 for the Love Life Foundation from the proceeds of the wineglasses sold and the 5k run taking place. Ms. Stephan confirmed for Mr. Doak that the grant money received would only be for this event. She shared that they would like to see this event host 30,000 people in the future; the grant money would go towards promoting the event to bring in tourism. She also confirmed for Mr. Doak that the impact of receiving less grant money than what was asked for would be fewer attendees outside of the city of McKinney. Mr. Doak asked if it would be wise to use the grant dollars outside of McKinney since so many of the attenders are McKinney residents. Ms. Stephan replied that is important to advertise both in McKinney and outside the area in order to nurture the McKinney crowd and still draw people from outside. Board member Glew asked Ms. Stephan to explain was SBG Hospitality was; Ms. Stephan stated that is

an event planning company that specializes in events drawing crowds of between 3,000 and 10,000 people. Board member Glew asked what percentage of the revenue would be if the donation amount is $4,500; Ms. Stephan responded that they are hoping to generate a net of $25,000. Ms. Stephan confirmed for Secretary Doak that the event is for-profit and not a non-profit event. Mr. Doak asked for confirmation that it is not just a percentage of profits that are being donated and that the amount being donated is a chosen amount; Ms. Sherman stated that the donations depend on how much is sold of the wine-tasting tickets and one dollar of each is donated. They believe the event will sell 4,000 tickets. Board member Glew asked for verification that there are three benefits to the event; the first is bringing people to McKinney, second being a contribution to a local charity and the third being a benefit to SBG Hospitality. Ms. Stephan agreed, adding that a fourth benefit to the event is business growth and benefit and a fifth benefit would be promoting cultural arts in McKinney. Mr. Doak clarified for the board that this event does not fall outside of the Board's charter.

18-546 Vice Chairman Clarke called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC #18-18) in the Amount of $15,000 for the Advertising, Marketing and Promotion of the 2018 Home for the Holidays Event. Vice Chairman Clarke called Aaron Werner to speak. Mr. Werner spoke in tandem to a video collage of past Home for the Holiday events. This three-day event has become a family tradition welcoming 35,000 people to the Square. Over Thanksgiving day, vendors will work to decorate downtown with Christmas décor. The event will host Santa's village, with a tiny house workshop while Mrs. Clause tells stories and give out treats to children in line. The Square holds food, shopping and entertainment, including Christmas carolers and toy soldiers. There will

be a tree lighting ceremony. This event supports Small Business Saturday, a national program that encourages communities to support local businesses. It also accounts for 30% of annual sales for local businesses within the Square. This year, the lighting will consist of 100,000 lights. The grant will provide advertising in movie theater commercials, radio, network TV commercials and other digital platforms. The sales data collected from surveys and feedback will help gauge the success of the event and attendance will be tracked by an audience survey.

18-547 Vice Chairman Clarke called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by McKinney Rotary Foundation (PC #18-19) in the Amount of $5,000 for the Advertising, Marketing and Promotion of the 2018 Rotary Parade of Lights. Vice Chairman Clarke called for Stephanie Talley to speak. Ms. Talley, a member of the Rotary Club, shared that this year will mark the 19th annual parade; prizes are offered for best floats. There will be a VIP reception and priority seating. McKinney school bands and local businesses, charities, clubs and even families, will be featured, as well as McKinney PD and mounted patrol. 100% of net gains goes directly to the McKinney Rotary foundation. Marketing will consists of radio ads, newspaper ads, posters, yard signs, social media and MPAC banners. Local businesses will be used for printing and radio advertisers. Last year, there was an estimated 10,000 people in attendance and just over $4,000 went to the McKinney Rotary foundation.

18-548 Vice Chairman Clarke called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by Volunteer McKinney (PC #18-20) in the Amount of $4,000 for the Advertising, Marketing and Promotion of the 2018 Santa on the Square Event. Vice Chairman Clarke called Dana Riley to speak. Ms. Riley is the

Executive Director of Volunteer McKinney. She share with the Board that having a Santa downtown has been a tradition for the past two years. They have partnered with McKinney Main Street to use their tiny house workshop to create a family-friendly Santa experience. The ability for families to book their appointment online means there are no waiting times. Attendees are provided with a unique experience, coupled with presenting them ideas of where they can purchase gifts or eat a meal in a family atmosphere. Last year, appointments were sold out three of the four Saturdays, so they have altered the timing this year and will run for four weekend starting November 30th through December 22nd. Last year, Santa appeared at Home for the Holidays; he will not be appearing this year.

18-549 Vice Chairman Clarke called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by Heard Wildlife Museum (PC #18-21) in the Amount of $2,500 for the Advertising, Marketing and Promotion of Heard After-Hours. Vice Chairman Clarke called Sy Shahid to speak. Mr. Shahid, Director of the Heard Museum, shared that because of the grant awarded to the museum earlier in the year, they were able to install a four-foot globe that cost $190,000; it will be used for field trips as part of science modules that the school districts use. The question of how to use this with over 11,000 modules for adult education. They have decided to have a monthly event at night for adults from 6:30 p.m. to 9:00 p.m. with different subject matters; it is open to the public. During the events that have no children, wine tasting will be available. The museum is asking for half of their budget. Income from these events are expected to be around $12,000 the first year. Board member Glew inquired about marketing for this event. Mr. Shahid responded that most advertising is done through Facebook, Google ads, and NBC 5 news. Board member Gamble asked

if the events would be every month. Mr. Shahid stated that they would be every month starting in July. Board member Glew asked about targeting and reaching out to groups like senior centers. Mr. Shahid responded that this event was originally instigated by his working with Heritage Ranch and they have been asking for programs for people over 50 years of age. The museum reaches out via an e-newsletter with over 21,000 people targeted to receive it. They also have one of the highest open and click rates of anyone in the area because people want to receive the newsletter.

Board member Glew recused himself from the dais due to his involvement with Chestnut Square.

18-550 Vice Chairman Clarke called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by Heritage Guild of Collin County (PC #18-22) in the Amount of $12,000 for the Advertising, Marketing and Promotion of Farmers Market, Legends of McKinney Ghost Walk and 2018 Holiday Tour of Homes. Vice Chairman Clarke called Jaymie Pedigo to speak. Ms. Pedigo began by recapping on Cindy Schneible's announcement about Bobby Younger. His story is that his remains have been missing for forty-five years. Along with the memorial services that is being held Wednesday evening, they will have his room exhibit at the Jonathan house open from 10:00 a.m. to 5:00 pm. The Dallas News and Channel 11 will be attendance tomorrow. Regarding the grant application, funds are being requested for promotion of the Farmer's Market, which is year-round, the Ghost Walk, which is October 26th and 27th and the Holiday of Homes, which is the largest fundraiser and brings around 3000 people into McKinney to tour the historic district. They are looking for opportunities in the greater Dallas area to make sure that the percentage of visitors coming to McKinney will stay and spend money while they are here. The Farmer's market is not

held downtown; however, they want to come back to Chestnut Square in the fall this year. Part of the funding will go towards making sure the special events and promotions of the market when it is back in Chestnut Square are attractive to visitors and vendors. The Ghost Walk last year was all downtown because there was no parking available in Chestnut Square. This year, the event will move back to Chestnut Square; 100% of the Ghost Walk will be on Chestnut Square due to the parking garage being open in September. The Holiday Tour of Homes last year did a mass distribution of the tour guide ahead of time and it served as advertising. Visitors came from four states and eight-nine ZIP codes and was the largest gross profit ever. Ms. Pedigo also provided copies of Sketch McKinney. Secretary Doak asked for explanation on Sketch McKinney. Ms. Pedigo explained that a gentleman who offers advertising in the downtown area provides a publication of hand-drawn sketches of the downtown area. They has the opportunity to have a three-page feature for a year and every building at Chestnut Square has been sketched; the Heritage Guild owns the sketches so they can be used in the future.

Board member Glew returned to the dais.

18-551 Vice Chairman Clarke called for Consideration/Discussion of a Promotional and Community Event Grant Application Submitted by Éclair Bistro (PC #18-23) in the Amount of $15,000 for the Advertising, Marketing and Promotion of a Digital Projection Project. Vice Chairman Clarke called Aaron Thomas to speak. Mr. Thomas shared that he is the chef and owner of Éclair Bistro. There are less than a dozen cities in the world whose local commerce uses a projection method presentation for their dining experience. He has developed a new concept to reveal an immersive multimedia display on your tabletop during your meal to present to guests with a state-of-the-art experience of which is a coined

digital dining being taken on step further in the upstairs lounge where guests can manipulate graphics on the bar top as well as the IP area to highlight McKinney. During the beta testing of the concept, they were approached by Texas Instruments who was excited about what they saw and they developed a liaison to create a study of how this new idea, along with their technology could benefit the restaurant industry. They have a lot of great restaurant support locally but are not known as a culinary hotspot in DFW. Nationwide advertising assistance was provided by Texas Instruments with optimum projectors. A few other restaurants that have developed this concept welcome guests from all over the world. They have been approached by people hearing about the concept looking for lodging and additional entertainment recommendations as they plan to visit McKinney and for this unique experience. The grant would support efforts through marketing and advertising, print, media, radio and TV. Texas Instruments was able to partner and provide the ability to accomplish what was planned on being a second and third steps to the first step. They will outfit the entire building, as well as the upstairs. The board asked for further explanation of the experience. Mr. Thomas explained that there is a chef tasting menu consisting of a seven-course meal, during which there is a video and multimedia production projected onto the table top plats and it is mapped out to the environment being presented. It takes place during dinner as well as between courses. The majority of the presentation is with graphics. The presentations are abstract and colorful. Design graphics relate to how the presentations are plated resulting in a unique experience. Presentations for the public will do an on-location spot which will highlight the historic area. The VIP section will have a presentation that is able to bring in actual videos and photographs of McKinney that are manipulative and integrated into the presentation. Presentations are consistent and will change with the seasons.

Board member Glew addressed the board regarding a suggestion for all presentation being given in the meeting. He stated that because a lot many of the project have provided different ideas on how to spend the grant money, with many centered around digital marketing, he would suggest that as they are all figuring out the funding received, that they would reach out to Aaron (???) from Main Street McKinney. She knows a lot of metrics and what does and does not work. He also requested Paul Grimes to provide a contact name and phone number for particular nonprofits to reach out to for provision of a template or user-guide sharing what funding they have and how they could spend it, instead of all of these organizations continuing to reinvent the wheel with drawing people to their events. Mr. Grimes assured Board member Glew that this request would be something they could provide. Vice Chairman stated that this wraps up the Promotional and Community Event Grant section of the agenda.

18-553 Vice Chairman Clarke called for Conducting a Public Hearing and Consideration/Discussion/Action on a Request for Funding Project #18-08, 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 and Facility Redevelopment and Improvements and Design and Construction of Various Parks, Facilities and Trail Projects. Vice Chairman Clarke called Michael Kowski to speak. The Gold Star Family Memorial was upgraded and another monument was added to that park. Trails are consistently being worked on, including the Comegys Trail and the connection with the City of Allen for the golf course, as well as the ball fields and Wilson Creek connection. The Wilson Creek connection is critical as presently, there is hope to eventually connect this with the golf course extending the trails by many miles. Bonnie Wenk Park phase II has a critical partnership established

with the MCDC and Rotary Clubs of McKinney; the project is on pace to be completed in August. Gabe Nesbitt Tennis Center is expanding and doubling in size. The operator has already doubled the number of tournaments for next year on the prospect of this being completed after the holidays. If the indoor component is moved forward, attraction of 99% of all tournaments in the country could be hosted here in McKinney. George Webb Park has awarded the contract at the last Council meeting and will break ground within thirty days. Cottonwood Park has received great public input on the project. This is one of the oldest parks in the system and there was a building at one time; it was the genesis of Parks and Recreation back in the day as per George Webb who has provided much history on the parks in McKinney. The public campaign was very successful and sketch plans will be ready in the next few weeks. The Gray Branch master plan for 212 acres has received great feedback from a meeting last week with seventy-five residents. Expectations on the property are looking to reset based on the larger amount of land acquired over the years. A master plan update should be ready in six months. Gabe Nesbitt improvements has gained partnership with the Library (WHICH ONE?) for part of the construction project and the egress into the property. The cost of the feature for the connection road is being split. The connection will add at least 100 parking spaces. The Senior Center expansion has hired a firm to do a space and needs analysis. The plan is to double the size of the building. Finch Park is the oldest park in McKinney being over one hundred years old; a budget of $2 million has been approved for the refreshment of the park. Michael met with the McKinney Garden Club about covering some outdoor space to take ownership of. Fitzhugh Park is a project that arose during a field trip with the Council several months ago. Pavilions and drinking fountains will be added and will be completed this year. Each year, the plan is to replace two or three playgrounds in the system. Some of the equipment dates

back the 90's and is due for refreshment. Winniford and Towne Lake has been completed and added a new playground at the Community Center. There was a great joint meeting with the MCDC board and the Parks Advisory board this spring during which the allocation of funding discussion and projects took place. Michael shared several of the takeaways. First is assuring that Parks can tackle small to midsize-scaled projects including budgeting, completion, and celebration all being done within the year. Second is to identify visionary projects that they call all take ownership of. Michael and his team developed an eighteen month plan to litigate these small-scale projects off the books and get them completed and celebrated. The five-year plan is included in the 2017 master plan. This plan has been distilled down into something easier to understand and breaks down into priorities sections. The first section consists of George Webb Park, Prestwick Park, Finch Park and Gray Branch master plan; they are fully funded and will be completed this year and removed from the books. The second section include MCDC requests that are being asked for in today's meeting: Cottonwood Park renovation, Old Settlers renovation, Umbrellas within Park's projects, JMAC pool improvements and Oak Hollow upgrades. These five items constitute a request of $5 million dollars. The third section are projects that will be done using current zone allocation money; it consists of Robinson Ridge neighborhood park, Gabe Nesbitt Community Park with the Library, indoor tennis courts, Community Center renovation and the design of Old Settlers Park. The fourth section consists of wish-list projects: Phase II of the Athletic Field enhancements, Phase I of Craig Ranch Soccer renovation, and playground equipment replacements. Finally, the last section consist of MCDC above-and-beyond grant opportunities: digital signage program, design of Wayfinding program and bike-share. Each of the projects are assigned to a specific zone. Zone 2 is the least of the balances and has the least amount of residential

development; the balance is $82,000. Zone 4 is the older area; the balance is $1,020,049. Zone 3 is the area that is growing the fastest with the most activity; the balance is $7,826,338. Zone 1 is the rest of the remaining funding; the balance is $3,172,187. Secretary Doak asked if the $5.5 million in funding from MCDC in zone 3 getting shifted out to zones 1, 2 and 4 using strictly park land dedication money. Michael responded that he was correct. Michael also shared that even if a developer builds 1,000 units of multifamily housing, that's a potential amount of money for park land dedication; zone 1 sees the most ramping of this. Over the next two to five years, zone 3 will have a positive increase but you will see it looking to spend dollars in the next eighteen months. Vice Chairman Clarke applauded the efforts in redirecting attention to the older facilities and parks like Towne Lake and Cottonwood Park as those are the crown jewels that are discussed in the Parks Master Plan, adding that parks, in general, are probably one of the greatest assets for a city. Secretary Doak asked to review the "wish list" of projects and asked if the projects listed in the second section for MCDC are slated for completion in 2018/2019 and if the last two sections if funding is being requested to speed up the progress over the next eighteen months. Michael responded that the third section projects are zone specific using zone dollars. The final two sections still need funding; however, the fourth section would be an umbrella fund to cover those projects within that section if CIP money is not received. Secretary Doak asked for confirmation that section five just consists of extra-asks funding. Michael stated that those projects are items that the MCDC has repeatedly requested and inquired about with Parks. He wanted to make clear that Parks does want to do those projects, but additional funding is required for them. Board member Glew asked how that process can be accelerated. Michael responded that the RFP draft is ready and it is just a matter of whether the board is willing to consider a grant above and

beyond what Parks is asking for today. Board member Glew then stated that he would like to make sure that when the art pieces are set up and options considered, that they are in line with initial reasons for the suggestions in the first place. He wants to make sure the board, is more intimately involved in the seeing what gets presented long before it gets presented. Secretary Doak commented that the three parks trails that have been upgraded are amazing and absolutely beautiful; he commended the Parks team on a job well done. Vice Chairman Clarke concluded the public hearing item and asked for any public comments. Vice Chairman Clarke called Phil Wheat to the dais to speak in regards to the public hearing. Mr. Wheat introduced himself as speaking on behalf of the Trails board. He commended the Parks department on their professionalism and heart that they put into each project. The Park's staff heart for the city and allowing the board to be a tiny piece in the puzzle of McKinney is appreciated. Vice Chairman Clarke called for any further public comments; there were none. Vice Chairman Clarke closed the public hearing. Board members unanimously approved the motion by Board member Glew, seconded by Board member Brewer, to approve the request for Funding Submitted by the City of McKinney Parks and Recreation Department (#18-08) in the Amount of $5,500,000.00 for Park and Facility Redevelopment and Improvements and Design and Construction of Various Parks, Facilities and Trail Projects.

Vice Chairman Clarke recessed the meeting into Executive Session at 9:41 a.m. per Texas Government Code: Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Vice Chairman Clarke reconvened the meeting to open session at 10:02 a.m.

18-552 Vice Chairman Clarke called for the Consideration/Discussion of Changes to McKinney Community Development Corporation Grant Program. President Schneible asked to give a quick presentation. She

reminded the board about the discussion in the last meeting regarding the need for looking into a retail development infrastructure grant program due to several requests that have been received. This was her first attempt to put together the parameters of a program and defined what kinds of projects this board would feel comfortable with and feel are appropriate for the board to look at under the parameters of the Texas Local Government Code. The proposal is to create a pilot program for retail development; it would be focused on landmark retail defined as buildings within the historic downtown area. She suggested they align the boundaries with the district designation submitted to Austin so there is consistency and so retail development opportunities for centers that are at locations that could be considered gateways into McKinney. Examples would be Virginia and US75, HWY 380 and US75, HWY 5 and Spur 399; if there are developments this board would be interested in considering, that can be looked at as well. In terms of the types of projects that would be appropriate for consideration, we can code fund infrastructure, although it is not well-defined in the local government code. She proposed including the things exterior to a building; sewer, water, electric and gas utility and drainage issues; it would not include interior improvements. In terms of funding, she suggested allocating $100,000 to the program. Maximum grant awards would be $25,000 per project and would require a match; this would represent 50% of the total cost of the project. Funds could be used for materials, construction and fees associated for the project; a minimum of two bids to be submitted with the application. An exception can be made if the bid had a time that did not coincide with the review and action timeframe with a certified estimate submitted instead. The process would mirror what is being done for other types of grants, both project and promotional; she suggested two cycles of awards per year. Projects would be presented to the board at a public hearing like current project grants and would include the hearing to be

conducted one month prior to the board action. Like the other project grants, the board could give preference to those who have not sought funding for another grant within that same year. Once awarded, the process would be the same as what is done currently; there would be a performance agreement drafted and executed and funds used within one year, requiring property owners to maintain the improvements for ten years. Funds would not be provided until the project had been completed and expected for code compliance, as with other projects being paid on reimbursements; a signed contract or sworn statement would also be required to process the reimbursement. Board member Glew requested verification that amounts being requested must also be submitted with proof of that same amount being spent of the applicant's funds; the question was confirmed by Ms. Schneible. Secretary Doak asked who was required to provide the match of funds; Ms. Schneible responded that it could be matched by the tenant or building owner. Board member Gamble asked if there should be a limitation on how often someone could apply; Ms. Schneible replied that preference can be given to an applicant who had not submitted an application within the previous year, however, the board can choose to make the process more stringent. Secretary Doak agreed that he supports the option of preference. Board member Glew raised concern about property owners applying for the grant money as opposed to business owners, which is the ultimate intent of this grant money. Secretary Doak responded that small businesses will own the building; however, he does not like the idea of funding infrastructure of redevelopment from this specific grant money as this could result in building owners returning over and over. Board member Glew stated that he prefers to help small businesses, not a property owner that owns multiple buildings in downtown McKinney. Ms. Schneible assured board members that a subcommittee will be formed to review applications and make recommendations to the board. Vice Chairman Clarke applauded

President Schneible on the effort she put forth to create the grant guidelines, as her presentation was very well thought out; he supported the presentation fully. Ms. Schneible responded that she had a great conversation with Paul Grimes, City Manager, when the thoughts were being put together and appreciates his help on Council. Secretary Doak asked if Ms. Schneible is comfortable that this guideline takes care of several of the issues that are seen by the board from the grants over the years where applicants are asking for small amounts of funding to tidy up infrastructure. Ms. Schneible answered that she felt it does because she has found that the application form and guidelines established for other types of grants do not fit well with this grant request. This provides more help in outlining the parameters by giving the board a clear definition of what can be funded. Board member Glew asked if the requests can be tied to specific businesses as opposed to someone that may be an owner but not good business sense at that time and if it would be decided on a case-by-case basis. Board member Brewer also asked if it applies to a building owner who does not yet have a tenant, but wants to improve the building to entice tenants. Vice Chairman Clarke suggested that a good caveat to add would be to require a tenant be in place. Vice Chairman Clarke called for public comments. Tracey Rath, City Council member, addressed the board. She stated that this is an area that is currently not being addressed. She spoke of a program within TERS1 that provides funding for outside façade work; this program compliments the program being discussed today and follows the same guidelines. Secretary Doak asked Ms. Rath if there is a lot of requests for this type of funding; Ms. Rath responded that she is not for sure but she believes so. In the big picture, $25,000 is not a lot of money for these projects, but it is certainly helpful. Long-term it will benefit the property owner, but in the short-term, it would benefit the tenants and small business owners first and foremost. Ms. Schneible asked the board if it would be troubling to them if an

applicant applied for both the grant before them, as well as the TERS1 grant Ms. Rath had mentioned. The board collectively asked if there would be any oversight once the grant was provided for the remaining nine years of the agreement. Secretary Doak asked Mr. Grimes to comment on the Park program. Mr. Grimes explained that the Park program is modeled after typical neighborhood strip centers that are older in age. The owners of the property would typically petition for the funding, however, tenants were also able to do so as well. The intent was to provide a boost for those legacy shopping plazas to do something; the City wanted to find a way to beautify the community and upgrade the storefronts. The general objective is to upgrade the facilities so they look good, are usable and attract quality tenants to the city. Ultimately, if the program works well, it could be expanded for older facilities as well. Ms. Schneible added that in the past six to seven years, the board has only had one request for infrastructure and another that requested funding for improvements like a sprinkler system, both of which the board did not fund. Mr. Grimes also shared that perhaps why there have not been many requests for infrastructure is that is has always been denied; however, if the program is available, it is likely that the grant would be requested more often and be well-utilized. Board member Glew asked what would happen if four solid requests were submitted in the first cycle; Secretary Doak responded that the grant would be fully used and not available again until the next year. Ms. Schneible said that a second area she was requesting input on is regarding requests from groups interested in promotional grants for fund-raising events with high-ticket costs. It appears to her that when an event's ticket costs are that high, it goes beyond a community event because a broad segment of the community is being excluded. Due to this, she suggested putting additional criteria in place that if there is a fee or registration cost for an event, that it cannot be higher than $35 and if there is a high fee, that there needs to be a

public component that is free for people to participate. Ms. Schneible went on to share that the board has had event applicants that speak about the charitable component and what they are contributing, but it has never been very specific to the details of what is being donated. She suggested that the applicant be required to disclose the details of what the charitable donations will be so there is a clear understanding by the board; a report would be required following the event of what was donated. Secretary Doak asked if there will be any requirement for net proceeds to be provided as well as a guideline that will explain what exactly net proceeds means. Board member Gamble asked if it will be required to provide fees up front so it is apparent what net proceeds are reported and perhaps require a minimum percentage of proceeds to go to charitable contributions so that service charges and fees cannot be adjusted from what is presented. Secretary Doak stated that he believed it wise to continue working on the guidelines. Vice Chairman Clarke stated that the board can continue to revisit the topic and refine as needed. Vice Chairman Clarke called for board or commission comments. There were none.

Board members unanimously approved the motion by Board member Gamble, seconded by Secretary Doak, to adjourn the meeting at 10:30 a.m.

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KURT KUEHN
Chairman