

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JULY 26, 2018

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

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Hamilton Doak, Jackie Brewer, Michelle Gamble, Rick Glew and Mary Barnes-Tilley.

City Council members Present: City Mayor George Fuller; Councilwoman Tracey Rath.

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

There were eleven guests present.

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

18-627 Chairman Kuehn called for the June Financial Reports. Chief Financial Officer Mark Holloway reported a revenue in June of \$1.8 million with expenses around \$204,000. The fiscal year is at the 75% mark and numbers are on track. April collections were up about 8.9% above last year bringing the current budget at 5% above last fiscal year. Chairman Kuehn asked Ms. Schneible if she has a city purchasing card; Ms. Schneible replied that she does not.

18-628 Chairman Kuehn called for Board Liaison updates.

City of McKinney – City Manager Paul Grimes reported that the City is preparing for a budget presentation to City Council on August 10th. The

appraisal district has issued their final appraisal values; these numbers are used to lock in revenue projections based on the valuation of properties. The budget is scheduled for adoption in mid-September; the new fiscal year begins October 1st. National Night Out is on August 7th; there are forty block parties scheduled citywide. McKinney has a different format than many cities as the city has neighborhoods who organize block parties. Each party will have representatives visiting, including Council members; it's a great way for neighborhoods to bond and get to know their communities. Due to National Night Out being scheduled on a regularly scheduled meeting night for City Council, the next Council meeting is being moved up to Monday, August 6th. There will be no Council Work Session on August 6th; it will be a full Council meeting. The Marketing and Communication team has put together a video regarding a water main replacement project in the El Dorado neighborhood. It is critical infrastructure that is over forty years old and the project is using an innovative technology called pipe bursting. The video can be found on the City's website and YouTube channel. There are now two parking garages under construction. The first is at Davis on the Square and will be open to the public; there is currently a sign deterring public parking due to construction equipment being inside. The sign will be removed when the project is completed in early September. The second parking garage is at Chestnut Commons and is 60% complete. The project is anticipated to be complete in January 2019.

McKinney Convention and Visitors Bureau – MCVB Sales Manager Vanessa Rhodes shared that the McKinney B&B owned by Vicki and Wayne Hill was recognized as the Texas representative in Reader's Digest list of top B&B's. The MCVB has secured remnant ad space in the fall issue of Southern Living for about \$1,500; normally, the cost is \$6,000. This magazine circulates in Texas, Oklahoma, Louisiana, Arkansas and Missouri; it will be advertising the McKinney shop. This will

also be advertised in all three of the high school sports programs for the fall, as well as in Stonebridge Ranch. MCVB is revamping their online RFP so anyone looking to hold a meeting will submit online. They kicked off a #visitfunfest contest that has pictures coming in online from people sharing what they experience in McKinney. A writer from Country Line magazine contacted the MCVB about food tours, resulting in a 2/3 page article for July and August. There were 430 room nights in June; this was up from 370 room nights last year. An RFP was just received for the National Pygmy Goat Association in 2020.

McKinney Economic Development Corporation – Interim President Abby Liu shared that she attended the Select USA Summit in Washington D.C. in June; this is the largest direct investment conference in the U.S., hosted by the Department of Commerce. There were over 3000 attendees from over 66 different countries; this was the third year that MEDC has attended. There may be one foreign company interested in McKinney as a result. In response to recent new federal policies for US and Chinese trade, Ms. Liu, Mayor Fuller, City Manager Grimes and MEDC Board Chairman Burress have been working with companies in McKinney which may be impacted by these changes by meeting with them and several potential company plants. Ms. Liu is currently working with Ms. Schneible on bringing two new projects to McKinney along the retail and restaurant line. MEDC will be the raw space sponsor for Bisnow Highway 121 on August 23rd at the Sheraton. This is a very popular event in the Dallas Metroplex and hosts a large number of real estate brokers. McKinney hosted this event in 2016, bringing in a record number of attendees. Lastly, the MEDC welcomes their new President, Mr. Peter Tokar to the team; he will be starting on Monday morning. Ms. Liu thanked the MCDC board and Ms. Schneible for their support during her interim presidency. Chairman Kuehn commended Ms. Liu on doing a fabulous job as Interim President for the past six months.

MPAC/McKinney Main Street – MPAC/Main Street Director Amy Rosenthal informed the Board that the work on the old courthouse in the center of the Square has begun; it should be completed in the next two months. McKinney was the only city in Texas that received the “Polish the Gem” grant from the National Historic Trust of Preservation. This weekend is the annual melodrama “The Face of the Ballroom Floor” and it runs for the next three weekends. MPAC has begun a curtain campaign as the curtains are in need of replacement. The Texas Tenors are coming on September 21st. Last week, the “Asleep at the Wheel” concert had a sold-out performance and they will be the headline band for Home for the Holidays. Chairman Kuehn asked how much the new curtains will cost; Ms. Rosenthal stated that replacement will cost about \$10,000.

McKinney Parks and Recreation – Director Michael Kowski shared that the Parks Bingo wraps up August 3rd, seeing a five-fold increase in participation this year. George Webb Parks breaks ground in two weeks. Parks had 445 people that either attended a public input meeting or responded to a survey for the public input process for Gray Branch. The Parks Activities Guide is about to launch for the fall.

- 18-629** Chairman Kuehn called for the President’s report. MCDC President Cindy Schneible reminded the Board to review the reports attached to the agenda. The final cycle for the projects grants has \$96,774 available in funding. The promotional grants will be awarded today. The financial services team provides and update on an annual basis so the information attached to the agenda was as of early July this year. There are two final reports /project grants funded for the Heritage Guild Chestnut Square: the Delaney House restoration and the irrigation system. The Board supported one last year and the other earlier this year. An email was received from the development team on the Craig Ranch Resort that indicated the partner venture agreements should be complete before the

end of the month. The Marriott franchise approvals are complete and they begin promotion in early August and are continuing to select subcontractors for the project. Ms. Schneible welcomed Mary Barnes-Tilley to the MCDC Board.

18-630 Chairman Kuehn called for the Consideration/Discussion/Action on 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. Board member Gamble recommended on behalf of the Promotional and Community Event Grant committee the grant be awarded in the amount of \$9,000. Board members unanimously approved the motion by Board member Chairman Kuehn, seconded by Board member Gamble, to approve \$9,000 for the Advertising, Marketing and Promotion of The Garden Show 2019.

18-631 Chairman Kuehn called for the Consideration/Discussion/Action on 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. Board member Gamble recommended on behalf of the Promotional and Community Event Grant committee the grant be awarded in the amount of \$5,150. Board members unanimously approved the motion by Board member Glew, seconded by Vice Chairman Clarke to approve \$5,150 for the Advertising, Marketing and Promotion of Schön Everywhere.

18-632 Chairman Kuehn called for the Consideration/Discussion/Action on 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. Board member Gamble recommended on behalf

of the Promotional and Community Event Grant committee the grant be awarded in the amount of \$8,000. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Gamble, to approve \$8,000 for the Advertising, Marketing and Promotion of the 2018 Crape Myrtle Run and Festival.

18-633 Chairman Kuehn called for the Consideration/Discussion/Action on 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. Board member Gamble recommended on behalf of the Promotional and Community Event Grant committee the grant be awarded in the amount of \$13,530. Board members unanimously approved the motion by Board member Brewer, seconded by Secretary Doak, to approve \$13,350 for the Advertising, Marketing and Promotion of the 2018 McKinney Wine and Music Festival.

18-634 Chairman Kuehn called for the Consideration/Discussion/Action on 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. Board member Gamble recommended on behalf of the Promotional and Community Event Grant committee the grant be awarded in the amount of \$15,000. Board members unanimously approved the motion by Board member Glew, seconded by Board member Barnes-Tilley, to approved \$15,000 for the Advertising, Marketing and Promotion of the 2018 Home for the Holidays Event.

18-635 Chairman Kuehn called for the Consideration/Discussion/Action on 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. Board member Gamble recommended on behalf of the Promotional and Community Event Grant committee the grant be awarded in the amount of \$5,000. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Glew, to approve \$5,000 for the Advertising, Marketing and Promotion of the 2018 Rotary Parade of Lights.

18-636 Chairman Kuehn called for the Consideration/Discussion/Action on 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. Board member Gamble shared on behalf of the Promotional and Community Event Grant committee that they felt it was better suited for this event to apply for a sponsorship and recommended a grant of \$0 be awarded. Board members unanimously approved the motion by Chairman Kuehn, seconded by Vice Chairman Clarke, to deny the funding request of \$4,000.

18-637 Chairman Kuehn called for the Consideration/Discussion/Action on 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. Board member Gamble recommended on behalf of the Promotional and Community Event Grant committee the grant be awarded in the amount of \$2,500. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Brewer, to approve \$2,500 for the Advertising, Marketing and Promotion of Heard After-Hours.

Board member Glew recused himself from the dais due to conflict of interest of the next item.

18-638 Chairman Kuehn called for the Consideration/Discussion/Action on 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. Board member Gamble recommended on behalf of the Promotional and Community Event Grant committee the grant be awarded in the amount of \$12,000. Board members unanimously approved the motion by Secretary Doak, seconded by Vice Chairman Clarke, to approve \$12,000 for the Advertising, Marketing and Promotion of Farmers Market, Legends of McKinney Ghost Walk and 2018 Holiday Tour of Homes.

Board member Glew returned to the dais.

18-639 Chairman Kuehn called for the Consideration/Discussion/Action on 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. Board member Gamble shared on behalf of the Promotional and Community Event Grant committee that they felt it did not meet the parameters for funding and recommended a grant of \$0 be awarded. The board questioned the committee on further reasoning for the denial; Chairman Kuehn shared that they felt the event was marketing for the restaurant itself and not for the community. Board members unanimously approved the motion by Chairman Clarke, seconded by Board member Brewer, to deny the funding request of \$15,000.

18-640 Chairman Kuehn called for the 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. Chairman Kuehn shared that it is a very good idea that Parks is trying to utilize the money in the best pockets possible to spread it throughout the whole city. Further, it is a good thing to see that the Board uses Park dedication funds in the areas of higher growth and that the Parks team is using the money set aside by the Board in areas where park dedication is not as prevalent. The Board agreed with his sentiments. Board members unanimously approved the motion by Secretary Doak, seconded by Board member Gamble, to approve \$5,500,000 for Park and Facility Redevelopment and Improvements and Design and Construction of Various Parks, Facilities and Trail Projects.

- 18-641** Chairman Kuehn called for a Public Hearing and the Consideration/Discussion/Action on a Request for Funding Project #18-09, Submitted by McKinney Main Street in an Amount Not to Exceed Thirty-five Thousand Dollars (\$35,000) for a Wireless Speaker System for Historic Downtown McKinney. Chairman Kuehn called MPAC/Main Street Director Amy Rosenthal to speak. Ms. Rosenthal shared in unison with a presentation that there is increased shopping competition within five to fifteen miles of downtown McKinney. According to big developers and corporate real estate, music enhances the shopping atmosphere and increases spending. Ms. Rosenthal is requesting funding for installation of speakers on the Square proper and on several of the side streets. Speakers will have to be installed in the new lampposts that are equipped with electricity. Phase two would allow for older light poles to be retrofitted with electricity and that would cost \$700 to \$1000 per pole. She believes that this will deepen the connection to the historic downtown, as well as allowing the ability for seasonal music, play event music and

safety. In emergencies, these speakers can be used to communicate quickly. They plan on subscribing to Mood Media, which will allow a variety of options for the type of music that can be played. Adjustments can be made to any of the speakers individually at any time. A master will be placed on the roof of MPAC that distributes signal to the speakers. The speakers will be utilized during 10 a.m. and 10 p.m. in order to comply with City regulations. She stated that the vendor has assured that the speakers she is presenting to the Board will fit the needs of downtown. The Board asked if the speakers being presented are the most eye-pleasing in conjunction with the historic aesthetic of the Square and if speakers can be placed in other areas where there are no light poles, like flower beds. Ms. Rosenthal stated that an electrical source will be needed and she can discuss with Public Works to see what other options might be available; she said that the look is pretty standard for downtown usage. Ms. Rosenthal hopes that installation will be completed by Oktoberfest and it is possible that this timeframe can be accelerated. Chairman Kuehn called for public comments and there were none. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Barnes-Tilley, to close the public hearing. Board member Glew recused himself from the dais due to conflict of interest of the next item.

18-642 Chairman Kuehn called for a Public Hearing and the Consideration/Discussion/Action on a Request for Funding Project #18-10, Submitted by The Heritage Guild of Collin County, in the Amount of Seventy-five Thousand Dollars (\$75,000) for Iron Fencing and Monument Signage at Chestnut Square. Chairman Kuehn called Jayme Pedigo to speak. Ms. Pedigo shared an update on the Long-Range Plan for Chestnut Square. The Taylor Inn, Chestnut Square sprinkler system and the sprinkler system at the north block projects have all been completed.

The Dixie Store project has requested funding from another source in Dallas for residing, as it will be very expensive to replace historically accurate siding. Six of the eight projects are completed or in-progress. The Visitor Center residing projects is in progress with the Job Corps. There are several projects that have been completed in 2018 without any grant funding. The funding being requested today is to replace fencing and signage around Chestnut Square. The current fencing is being replaced with wrought iron fencing and will circle two blocks. This will create a cohesive look around the campus, with exception of the Delaney house, which has historical fencing. Currently Chestnut Square has wood fencing and it is not consistent around the property. Much of the current fencing is peeling and rotting; it is aesthetically pleasing but very hard to maintain. The funding will also include monument signage at all eight corners; the signs will tie in with the fencing. The actual signage is five eight-foot towers and four six-foot towers. There will be a total of nine towers; two of the towers will hold a different sign on the big corner of Highway 5. After two years of being surrounded by construction and parking restraints, Chestnut Square is looking forward to emerging revitalized and presenting a cohesive, yet distinctive look. Secretary Doak asked if the new fencing will leave some openings to access the building. Ms. Pedigo responded that the whole south block of Anthony Street will not be fenced and will remain open so that when the street is closed for special events, access will still remain. The fencing includes drop-in gates so the front of the cottage, house, and other buildings will have the opportunity to be closed off. Additionally, a big cause for a section of fencing down Anthony Street will be roll-back gates in the case that the whole block needs to be sectioned off. There will be a gate at each walk and each building has its own walk. The additional gating will also help prevent intruders at private events. It will also provide safety and security for staff and for children during camps; it is vital to have

more visibility into the property. Secretary Doak asked if there will be a gated access point on the side that houses Playful. Ms. Pedigo answered that there will still be a walkway on the Playful side of the campus. In addition, the current fencing was encroaching on their property so they had the fencing removed along the north side; it was removed respectfully so it could be reused if conditions warranted. Also, their parking lot design planted a light pole in the middle of the current entrance, so the entrance will be moved to the east where the old creek bed was located. It will be widened, and archway added, and a ramp will be reinstalled as it is the handicap entrance for the property. Chairman Kuehn asked if there are any grants that can be applied for as preservation of Chestnut Square. Ms. Pedigo responded that the only grant that applied was for the Dixie store as that was a preservation of the building and that is what historical foundations work with. Chairman Kuehn stated that it would benefit the aesthetics of the downtown to have a fence that could be easily maintained. Ms. Pedigo showed the Board a picture of current fencing that had been rebuilt and repainted three years ago and now shows serious deterioration. She feels that the MCDC funding best fits this project as Chestnut Square is a tourist attraction. Vice Chairman Clarke voiced his support of new fencing. Chairman Kuehn called for public comments. Diana Craig of 309 North Bend addressed the Board, encouraging the funding of the replacement of the fencing. She is the President of the Historic Neighborhood Association and they are concerned with protecting and supporting historic preservation in the residential and commercial areas. She feels Chestnut Square is vital to downtown McKinney. Board members unanimously approved the motion by Board member Barnes-Tilley, seconded by Board member Gamble, to close the public hearing.

Board member Glew returned to the dais.

18-643 Chairman Kuehn called for the Consideration/Discussion/Action on Proposed FY 19 McKinney Community Development Corporation Budget for Submission to the City Council for Review. President Schneible stated that several months ago the Board approved a draft budget to forward to the City Manager and his team for review. The budget being presented today is slightly revised. The revenue projection for FY 19 was increased by \$1.3 million. The revision also includes \$100,000 for the retail development infrastructure grant pilot program that was discussed at last month's meeting. This revised draft will go before City Council on August 10th. Based on the budget as outlined, MCDC would be allowed to allocate \$4.3 million for future projects in FY 19. Board members unanimously approved the motion by Secretary Doak, seconded by Board member Brewer, to approve the Proposed FY 19 McKinney Community Development Corporation Budget for Submission to the City Council for Review.

Chairman Kuehn called for citizen comments. Andrea Harvey of 209 West Graham is the Vice President of the Crape Myrtle Trails and thanked the Board for their continued preservation of McKinney and for all that they do for the growth of the City. Chairman Kuehn called for Board member comments. Secretary Doak thanked Sandy Hart for her many years of dedication to the city as she is retiring from her position as City Secretary. Board member Barnes-Tilley thanked the Board for the opportunity to serve alongside all of them. Chairman Kuehn also thanked Sandy for her service and expressed his wishes for her future endeavors to be great.

The Board tabled the items listed for executive session in the agenda for the current meeting and did not break into executive session.

Board members unanimously approved the motion by Board member Glew, seconded by Board member Gamble, to adjourn. Chairman Kuehn adjourned the meeting at 9:19 a.m.

KURT KUEHN
Chairman