

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

SEPTEMBER 17, 2024

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, September 17, 2024, at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Kurt Kuehn, Secretary/Treasurer Thad Helsley, Julie Williams, Mark Denissen, Scott Woodruff, Robert Hamilton, and alternate Chantelle Kadala.

City Council Present: Mayor George Fuller, Councilmen Justin Beller and Rick Franklin.

Staff Present: President Michael Kowski, Senior Vice President Michael Talley, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Project Manager Mike Wilkes, City Manager Paul Grimes, MEDC Attorney Mark Houser, MCDC President Cindy Schneible, Visit McKinney Executive Director Aaron Werner, and Audio/Video Technician Joshua Arias.

There was 1 guest present.

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

Chairman Loughmiller called for Public Comments for items on the agenda and there were none.

24-1966 Chairman Loughmiller called for the Minutes of the McKinney Economic Development Corporation Meeting of July 16, 2024.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Woodruff, to approve the Minutes of the McKinney Economic Development Corporation Meeting of July 16, 2024.

24-1967 Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced this afternoon at the City Council Work session there will be a discussion with the general public on golf carts, as well as discussion on fire service in the Extraterritorial Jurisdiction (ETJ). There will also be a discussion on

wrecker/towing services for public safety purposes. Mr. Grimes announced in early November that there may be a City Council discussion on short-term rental homes. Mr. Grimes announced there is a new Director of Code Services, Phillip Hubbard moved from Oregon to Texas. There is also a new Director of Housing and Community Services. Margaret Li has been in Frisco the past few years but is originally from Southern California.

Community Development Corporation- MCDC President Cindy Schneible announced the MCDC Board will take action on two retail infrastructure grants at their meeting next week. One application was submitted by Hamm's for fire suppression and the other application was for a grease trap at the old Pantry location, in preparation for a new restaurant. At the last MCDC Board meeting, six project grants were approved. Two were for the Parks and Recreation department. One grant is the funding allocation for this year, which is being dedicated to improvements at Erwin Park. The second grant is for improvements at Gabe Nesbitt (which will include construction of a practice field). Ms. Schneible announced the International Postcard Exhibit will be at the Cotton Mill this weekend. 570 artists from around the world submitted their art for this exhibit, limited to a 5x7 space. On October 12th, the Lunar Festival will be in downtown McKinney, and the McKinney Wine and Music Festival will be at District 121.

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced Alisha Holmberg has been promoted from Meeting and Event Services Manager to Assistant Director of Visit McKinney. Mr. Werner noted as a director, watching your team step up and grow into bigger roles is one of the most exciting things to see. Mr. Werner announced he will be traveling to Pittsburgh this weekend for the International City Manager's Association (ICMA) Conference. Mr. Werner noted he will be speaking about the solar eclipse and the impact

it had on our local community, along with panelists from different parts of the country. Mr. Werner announced about a year ago Visit McKinney changed the way they get group business to McKinney and started targeting sports tourism more heavily. Along with that, they began traveling to shows around the country to put McKinney out there. Mr. Werner noted they have begun to reap the benefits of that change. The Billie Jean King Cup will have a playoff Match at the Courts of McKinney. McKinney will be the host community to Ukraine, who will play Austria. Mr. Werner noted this is a partnership with the Bush Center in Dallas. There will be a dinner the night before at SMU and there will be raised stadium seating inside the courts for the event. Mr. Werner shared there will be corporate sponsorship opportunities available, with funds going to the Ukrainian team. The event will take place November 16th and November 17th. Mr. Werner announced in the spring, the first International Girl's Cup of McKinney soccer tournament will take place. This is an event Visit McKinney has been working on for a couple of years now. Approximately 200-230 teams, (at least 10 of those international) will participate. There will be a kickoff event at Tupps Brewery. A week or two after the International Girl's Cup, there will be another event at the Courts of McKinney. This is a nationally televised event and will be announced soon.

MEDC Committee Updates

Marketing Committee- Board member Williams announced the Marketing Committee would meet this Friday.

Real Estate Committee- Secretary/Treasurer Helsley announced the Real Estate Committee met and will have updates to share today in Executive Session.

Innovation Fund Committee- Board member Denissen announced the Innovation Fund Committee met two weeks ago and discussed

Finance Committee- Vice Chairman Kuehn announced the Finance Committee did not meet.

Governance Committee- Chairman Loughmiller announced the Governance Committee met and have an Executive Session item today for the evaluation of the MEDC President.

Board Chairman- Chairman Loughmiller thanked the McKinney Police and Fire Departments for their services during his recent bicycle accident. Chairman Loughmiller announced the CJ Cup Byron Nelson tournament has been nominated by the PGA for the “most engaged community” award.

24-1968 Chairman Loughmiller called for the MEDC Monthly Reports.

Organizational Report- President Kowski thanked SVP Talley for his work over the weekend to work on a project. President Kowski announced Director of Business Retention and Workforce Development Madison Clark recently moderated a Leadership McKinney panel of city leaders and represented MEDC and the City well. President Kowski noted Ms. Clark is an alumnus of Leadership McKinney. President Kowski announced the City has an Executive Leadership Team of about 30 department heads. The team meets twice monthly to discuss items impacting the entire city. President Kowski noted he was able to carve out an hour at a recent meeting to have Plug and Play McKinney present to the leadership team. SVP Talley and MEDC Project Manager Mike Wilkes also attended, and feedback has been positive.

KPI report- SVP Talley announced there is a total of 26 in the active project pipeline, with 18 traditional projects and eight Innovation Fund projects. We are on pace to more than double the Innovation Fund applications, but it is about quality, not quantity.

Marketing Report- Marketing & Social Media Manager Luke Gajary announced the website traffic has increased due to targeted marketing at high-cost of living, low-quality of life areas of the country. Mr. Gajary

noted mobile website traffic has increased, as well as traffic from other areas other than McKinney.

24-1969 Chairman Loughmiller called for the June 2024 Financials. Accounting Manager Chance Miller announced June was an active month for MEDC with a little over \$2 million in revenue. For expenditures, there was close to \$300,000 in operational expenses, \$2.3 million in project expenses, and \$237,000 in non-departmental, totaling a little over \$2.8 million in expenditures for the month of June. Sales tax for the month of June applies to the month of April. There was a 13.2% increase, bringing the year-to-date increase up to 8%. Allen had a 35.1% increase, Frisco had a 6.7% increase, and Plano had a 17% increase.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Vice Chairman Kuehn, to approve the June 2024 Financials.

24-1970 Chairman Loughmiller called for the July 2024 Financials. Accounting Manager Chance Miller announced July was a quieter month. There was over \$2 million in revenue, with \$1.9 of that sales tax revenue. For expenditures, there was a little under \$300,00 in operational expenses, \$100,000 in project expenses, and \$237,000 in non-departmental, totaling \$630,000 in expenditures for the month of July. Sales tax for the month of July applies to the month of May. There was a 10.8% increase, bringing year-to-date to 8.3%. Allen had a 1.4% increase, Frisco had a 2.2% increase, and Plano had a 1.5% increase.

Board members unanimously approved the motion by Board member Denissen, seconded by Board member Williams, to approve the July 2024 Financials.

Chairman Loughmiller recessed the meeting into Executive Session at 8:26 a.m.

Chairman Loughmiller reconvened the meeting to open session at 10:11 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Woodruff, to approve terms for Project Poly as discussed in Executive Session.

Board members unanimously approved the motion by Board member Hamilton, seconded by Board member Williams, to approve terms for Project Multiverse Madness as discussed in Executive Session.

Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Hamilton, to Adjourn.

Chairman Loughmiller adjourned the meeting at 10:12 a.m.

These minutes were approved by the MEDC members on: October 15, 2024.

SIGNED:

BRIAN S. LOUGHMILLER
Chairman

THAD HELSLEY
Secretary/Treasurer