

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JUNE 21, 2012

The McKinney Downtown Business Re-Development Board of the City of McKinney, Texas met in regular session at the McKinney Performing Arts Center, Encore Wire Room, 111 N. Tennessee Street, McKinney, Texas on June 21, 2012 at 8:30 a.m.

CALL TO ORDER

Board members present: Karen Dawkins, Barry Shelton, Linda Fogg, Treasurer Jon Dell'Antonia, Vice-Chair Jan Temples, Molly Brewer, Karen Klassen, Renee Funderburgh, Bonnie Shafto, Jodi Ann LaFreniere and Chairman Johnny Galyean.

Board members absent: Jan Elwell and CoCo Good.

Board staff present: Main Street Program Director, Ty Lake and Main Street Program Coordinator, Merry Caroline Canter.

Guest(s): Mayor Pro Tem Travis Ussery and Downtown Business Owner, Stephanie Farrar.

Chairman Galyean welcomed new board member and City of McKinney Assistant Director of Development Services Barry Shelton. Mr. Shelton will take the place of Jennifer Cox who no longer with the City of McKinney. The Board welcomed Mr. Shelton.

CONSENT ITEMS

The Board unanimously approved the motion by Treasurer Dell'Antonia, seconded by Ms. Brewer to approve the following consent item.

12-414 Minutes of the McKinney Main Street Board meeting of May 10, 2012

REGULAR AGENDA

Chairman Galyean, welcomed Mrs. Farrar and turned the meeting over to her as she presented her Special Event Application for the E. Louisiana St. 4th of July Family Street Fair. Mrs. Farrar gave a brief overview to the board. The Board suggested that she take a look at the route for the Model T rides and make sure that at the end of the

event their street looked like it did before the event started. Mrs. Farrar assured the board that she would do so, on both accounts.

The Board unanimously approved the motion made by Ms. Klassen, seconded by Treasurer Dell'Antonia to approve the following agenda item.

- 12-415** Consider/Discuss/Act on... - Special Event Application for the East Louisiana St. 4th of July Family Street Fair

DISCUSSION ITEMS

- 12-416** Chairman / Vice-Chairman Report - Board Captain Update

Chairman Galyean called for discussion on the Board Captains Updates. Each Board Captain reported on their block.

- 12-417** Directors Report and Upcoming Events

Directors Report

Mrs. Lake reviewed some great happenings that are going on around Downtown; a catalog company will be doing a photo shoot at two downtown business, Kitchenwares on the Square will be hosting celebrity chef Curtis Stone at their store, Patina Green has recently been nationally recognized for home décor, downtown artist Laura Moore has been asked to France to showcase her art and Downtown McKinney is a featured Neighborhood in Where Magazine, it is a hotel based piece that approximately 1 million people will see. Mrs. Lake informed the board that the 2012-2013 Shoppers Guides will be coming soon, we are working with Day 6 Creative, they are changing the color palette for a fresher look and they should be in the stores soon. She also reported that the Directional Signage Form is due back from the merchants this week, it should take approximately 6-8 to complete and install, and everyone is very excited. Lastly, she gave a brief report on website activities, from the City changing to a new user friendly website before Oktoberfest, to the additional of the What's with the Frogs? page, we are getting great exposure from the website. Mrs. Lake finished with an

MPAC update. The Board discussed.

Dickens of a Christmas...Home for the Holidays

Mrs. Lake reported that the Dickens Survey that she was asked to do by Councilman Day has come back. The majority of those surveyed have chosen for Dickens to remain on Thanksgiving weekend. The question in regard to Sunday vs. no Sunday, was a tie, we will continue to discuss that issue for 2013. The Board discussed.

Bike the Bricks

Mrs. Lake stated that we also received the surveys back from Bike the Bricks. The restaurants had huge success, however we did take a small hit from the retail merchants, but that was to be expected. Mr. Shelton thought it might be a good idea to have a merchant or two on the Bike the Bricks Committee next year, as that might help bridge that gap. The Board discussed.

Red, White & BOOM! Parade

Mrs. Lake reported that the parade was coming together nicely and to expect a large crowd and participation due to the exposure. Mrs. Lake recognized Merry Caroline for a job well done on the parade organization and logistics.

- 12-413** Review and Discuss Financials - Treasurer's Report - YTD Financials
Treasurer Dell'Antonia gave a brief report on the financials. Treasurer Dell'Antonia asked to review the outstanding receivables that was provided special to this board meeting, He also suggested that we no longer accept new sponsorships from businesses that might be on the outstanding receivables listing.. The Board discussed and reviewed the statements with no further issues.

- 12-418** Liaison Reports - Downtown Property Owners -Chamber of Commerce -
Conventions and Visitors Bureau - City of McKinney
Downtown Property Owners

No report

Chamber of Commerce

Ms. LaFreniere gave a report on the Chamber of Commerce. Mrs. LaFreniere announced that Serve McKinney will be held tonight at the Summit Park office building, the Chamber will host 45 Boards/Commissions as well as 29 local non profits, everyone should stop by if they get a chance. Also Ms. LaFreniere reviewed the Chamber's marketing efforts, McKinney Magazine, Buy Local Campaign and McKinney Online, which had its largest day so far the Sunday after Bike the Bricks. The Board discussed.

Conventions and Visitors Bureau

No report

City of McKinney

Mrs. Lake gave a brief report on the City of McKinney. Mrs. Lake stated that two of the Main Street Council Appointed seats are up this term, Jan Elwell and Molly Brewer. Both have only served one term, if they are interested in staying on the board, she mentioned that they will need to fill out the Board and Commissions application and return it to the City Secretary's office. Mrs. Lake also announced that this evening TownSquareBuzz is hosting a Town Hall Meeting with Mayor Pro Tem Travis Ussery and Councilman Roger Harris at MPAC. She encouraged any one that is interested to attend.

ADJOURN

Board members unanimously approved the motion made by Treasurer Dell'Antonia, seconded by Ms. Brewer to adjourn. Chairman Galyean adjourned the meeting at 9:27 a.m.

JOHNNY GALYEAN
Chair