

**McKinney Main Street**  
**aka McKinney Downtown Business Re-Development Board**

**DECEMBER 11, 2014**

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 December 11, 2014 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtwon Business Re-Development Board at 8:31 a.m. after determining a quorum present. Board members present: Treasurer Jon Dell'Antonia, Molly Brewer, Jan Elwell, Kaci Lyford, Vice-chairman Alex Lanio, Jolie Williams, Edna Brown, Renee Funderburgh, Amber Gutschlag, Robert Hamilton, and Rebecca Drekmann.

Absent: Jodi Ann LaFreniere

Main Street Staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Main Street Program Coordinator Michelle Hancock, McKinney Main Street Executive Assistant Belinda Kennedy and McKinney Performing Arts Center Marketing Development Specialist Aaron Werner.

Guests: Barry Shelton, Coco Good and Mayor Pro-Tem Travis Ussery.

**14-1274** Minutes of the Main Street Board Meeting of November 13, 2014

The Board unanimously approved the motion by Jon Dell'Antonia, seconded by Jolie Williams to approve the minutes of November 13, 2014.

**DISCUSSION ITEMS**

**14-1275** Discuss Past Event Recap - Home for the Holidays

Before beginning discussion for past events, Chairwoman Elwell introduced new Board Member Rebecca Drekmann and welcomed her to the board. She then asked Ms. Rosenthal to update the Board on Home for the Holidays 2014.

Ms. Rosenthal began by thanking several Board members for their help with Home for the Holidays. Vice-chairman Alex Lanio for helping with new decorations, Kaci Lyford for orchestrating Santa's Village, Matt Hamilton for logistical help with village houses, and Chairwoman Elwell and Treasurer Dell'Antonia for helping with ticket sales. Ms. Rosenthal updated the Board on the budget for the event, highlighting that more money was spent but more money was generated also, the final budget will reflect approximately a net loss of \$30,000. The board discussed the budget and several ideas for the future. Ms. Rosenthal asked the Board to consider purchasing a Christmas tree for downtown, the board discussed pros and cons of real vs. artificial and will do more research for next year. The board discussed the entertainment at the event and felt that was a success, possibly serving beer and wine in the future. Ms. Rosenthal expressed the need for more volunteers for all events and the board discussed ways to get more community volunteers. Ms. Rosenthal handed out the survey results from the downtown merchants about Home for the Holidays.

**14-1276** Discuss Upcoming Events Update - Krewe of Barkus, Arts in Bloom & Bike the Bricks

Ms. Rosenthal updated the Board on upcoming events, Krewe of Barkus is February 15, 2015. Arts in Bloom is being paired with the Juried Art Show this year to hopefully grow interest for both events. Ms. Rosenthal discussed getting a software service that is used to attract more artists. Bike the Bricks planning is in progress. Ms. Rosenthal asked for the Board to form a sub-committee to work on plans for Bike the Bricks. Members of the sub-committee will be determined soon.

REPORTS

**14-1277** Discuss Financial Reports

Treasurer Jon Dell'antonia presented the financial reports, explained the

loss reports was due to fiscal year end dates. The board discussed. Chair-woman Elwell asked if Main Street should consider putting any money in CD's or saving. The Board discussed.

**14-1278** Director's Report

Ms. Rosenthal gave the director's report, upcoming Chamber awards are Friday, January 30, 2015. The Main Street Board needs to make a nomination for Partner of the Year, some considerations are Ron and Aleve Wieland for their contributions to Oktoberfest and Patt Lobb Toyota. Ms. Rosenthal asked the Board Members to sign up to volunteer at the Toyota employee meeting. Ms. Rosenthal updated the Board on the City Council Work Session discussion about events in McKinney. The City Council has formed a committee concerning events for Downtown, committee members are Mayor Brian Loughmiller, Mayor Pro-Tem Travis Ussery and Councilmember Don Day. Mayor Pro-Tem Ussery spoke about the committee plans, to look at the events we have and events we may want in the future and to help manage the process. Mr. Rick Glew was introduced as the liaison for the McKinney Community Development Corporation.

**14-1279** City Liaison Reports

Mr. Shelton updated the Board on several items around the City, grand opening for PSA, the Gateway hotel is on track to open at the end of February and the city has an RFO out for the study on the parking structures for downtown. Five companies will give proposals for the structure. Mr. Shelton updated the Board on the aquatic center that is being planned at Eldorado and Alma, it will be 80,000 sq feet, indoor and outdoor and is the biggest municipal facility ever built in McKinney.

Chair-woman Elwell adjourned the meeting 9:49 a.m.

---

JAN ELWELL  
Chair

