

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JULY 13, 2017

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 July 13, 2017 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:35 a.m. after determining a quorum present. Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton, Ric Anderson, and Courtney Ward.

Absent: None

Main Street staff present: McKinney Main Street Director Amy Rosenthal, MPAC Marketing Coordinator Jakia Dudley-Faine and City of McKinney Special Events Coordinator Geoff Fairchild.

Guests: City of McKinney Councilman Charlie Phillips and Assistant City Manager Barry Shelton.

17-671 City Liaison Report

Mr. Shelton updated the Board members on the Wysong and Methodist Church parking lots. Work has begun and will be completed by early September. The second phase of the 9 acres development will begin in August along with the Playful development. The City is reviewing the parking garage that will add 310 spaces. The 380 bypass discussion is ongoing and a study is underway by TXDOT. This study will determine how McKinney develops the north land. Chairwoman Elwell thanked Mr. Shelton and introduced City of McKinney Councilman Charlie Phillips. Councilman Phillips thanked the Board for their work.

17-672 Director's Report

Ms. Rosenthal informed the Board of the Boards and Commissions interviews on July 27, 2017 at McKinney Performing Arts Center. Ms.

Rosenthal updated the Board on the Grant process. Our proposal has been submitted, and there were 26 responses. Ms. Rosenthal discussed the plans to move the Farmers Market that is held each Saturday morning at Chestnut Square to downtown because of the Playful development and the parking lot. The new location for Farmers Market will be downtown and they will utilize the trolley. Ms. Rosenthal informed the Board of the ongoing Santa House negotiations. Volunteer McKinney has received our letter with updated terms and has accepted. Downtown Memberships are going well. The updated information will be used for the next shoppers guide. Ms. Rosenthal thanked Ms. Elwell and Mr. Lanio for their help with the grant process and Ms. Gutschlag, Mr. Anderson and Mr. Glew for their help with the July 4th parade.

17-673 Minutes of the Main Street Board Meeting of June 8, 2017

Board members unanimously approved the motion by Board member Brown, seconded by Board member Hamilton, to approve the Minutes of the Main Street Board meeting of June 8, 2017.

17-674 Consider/Discuss/Act on Financial Reports

Ms. Gutschlag recapped the financial reports for the Board. Funds have been received for Dash, Arts in Bloom and Bike the Bricks. Numbers are final and we will move the \$2500 to the Rainy Day fund as approved in the last meeting. Board members unanimously approved the motion by Board member Brown, seconded by Board member Hamilton, to approve the financial reports.

17-675 Discuss Past Event Recap - Red, White & Boom! Hometown Parade.

Mr. Fairchild discussed the Red, White and Boom hometown parade with the Board. We had good participation, however, with the new location we may need to hire outside parking help in the future. The Board discussed.

17-676 Subcommittee Reports – Oktoberfest and Home for the Holidays Merchant Relations. Mr. Hamilton discussed some of the items that the Oktoberfest Subcommittee has been working on. They have spoken with a Clear Channel representative about on-air marketing. The Board discussed. Mr. Fairchild said that the marketplace will remain the same. We will possibly have more food vendors and he is working with Ben E. Keith on beer. There are plans to adjust the bars and have more narrow booths to accommodate the lines better. Some work in progress is hiring bar staff, determining stage locations, and the carnival is coming back. Ms. Ward spoke about the merchant relations subcommittee meetings. The core statement that they would like to focus on is to develop value propositions that merchants understand. They are working on introducing themselves to the block captains, establishing a committee purpose and creating a survey to help gather more data for downtown. Ms. Lyford spoke about the Home for the Holidays subcommittee meetings. They are working on a decoration plan and hoping to purchase items that will be for the whole season, not just an event.

Chairwoman Elwell adjourned the meeting at 10:18 a.m.

JAN ELWELL
Chair