

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

SEPTEMBER 14, 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 September 14, 2017 at 8:30 a.m.

Board members present: Jan Elwell, Alex Lanio, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton, Ric Anderson, Courtney Ward. Absent: Kaci Lyford. Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:30 a.m. after determining a quorum was present.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Director Aaron Werner, City of McKinney Special Events Coordinator Geoff Fairchild, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine, and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy.

Guests: City of McKinney Councilwoman Tracy Rath, McKinney City Councilman Charlie Phillips, Assistant City Manager Barry Shelton, Rick Glew and Doug Willmarth.

17-896 City Liaison Report

Mr. Shelton updated the Board on the progress for the two new parking lots. They are almost complete and will be open for Oktoberfest. The 9-acre development is progressing and they are hoping to have a portion of that parking garage open by the 1st quarter of next year. McKinney City Council is discussing the parking structure on Chestnut, and a discussion about closing Herndon Street that could add 100 spaces will be held at the next council meeting. Mr. Shelton updated the Board on the approval to expand the Stars Center. This expansion will allow for tournaments, possibly a minor league team, or even more than one team.

17-897 Director's Report

Ms. Rosenthal updated the Board on North Texas Giving Day, happening

today at Finch Park from 5:00 – 8:00 p.m. with lots of wonderful organizations participating. Ms. Rosenthal announced that all eligible Board Members have been reappointed and a new Board Member will join us as Jan Elwell terms out this year. At the next Board meeting all Board Members will take the Oath of Office. On November 2, 2017 the City will hold the State of the City. All Board Members are invited to attend. Ms. Rosenthal announced that the public voting for the grant to “polish the gem in downtown McKinney” will start on September 25, 2017, please vote daily. The campaign for voting is funded by the National Trust for Historic Preservation and includes promotional materials and concert/open house event for the weekend of October 6th and 7th. The concert on Friday, October 6th will be free and open to the public. On Saturday, October 7th there will be an outdoor block party on the MPAC lawn with food, games, music etc. Mr. Werner spoke about a Google grant for non-profits that can help provide up to \$10,000 in free ads for Main Street, Mr. Werner is working on that grant process. Ms. Rosenthal then asked for subcommittee updates. Mr. Lanio updated the Board on the Home for the Holidays subcommittee projects. They are busy purchasing large outdoor decorations for the light poles and also some swags. These are commercial type ornaments and are an investment to be used for multiple years. Ms. Rosenthal reminded the Board that we were advised to not wrap the trees with lights this year due to the damage it does to the trees so we are using other means to decorate. The large scale decorations that we have rented in the past will not be used this year but there are plans for other decorations. Ms. Ward updated the Board on the projects for the merchant relations subcommittee. They had a meeting with the block captains and are making plans to hand out a survey in person so that the members can go into each downtown business and personally ask the merchant to participate in the survey. Ms. Rosenthal thanked Board members for

coming to the movie filming the previous weekend. The documentary series True Stories filmed on a section of Tennessee Street. Ms. Rosenthal then thanked Chairwoman Elwell for her service to McKinney Main Street. Chairwoman Elwell joined the Main Street Board in 2011 and became the Chairwoman in 2014. She has given countless hours to Main Street projects to help promote downtown McKinney. Chairwoman Elwell thanked the Board for the opportunity.

There were no citizen comments at this time.

17-898 Minutes of the McKinney Main Street Board Meeting of August 10, 2017
Board members unanimously approved the motion by Board member Jolie Williams, seconded by Board member Robert Hamilton, to approve the Minutes of the McKinney Main Street Board Meeting of August 10, 2017.

17-899 Consider/Discuss/Act on Financial Reports
Ms. Gutschlag reviewed the financial reports presented to the Board and highlighted a few items. Main Street has received \$20,000 to promote the voting in the Historical Preservation Grant Process. The funds will be spent on advertising, the October 6th and 7th events and promotional items to give away. Ms. Gutshlag handed out a copy of the Main Street IRS Tax return to the Board for their information. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Edna Brown, to approve the Financial Reports.

17-900 Consider/Discuss DASH Policies and Procedures
Ms. Rosenthal discussed with the Board a couple of questions that had been raised concerning the Dash shuttle. The first discussion item concerned handing out items for other organizations on the Dash shuttle. The Board discussed the advertising commitments that have been paid by downtown merchants and the goal of Dash. The Board felt that no

items should be handed out in the shuttle. Several reasons for this included not able to manage this, creation of trash, and competition with advertising that has been paid for. The next issue concerned requests to rent Dash. The Board discussed this and decided that it could be considered in the future based on specific requests but could not be done during the normal published hours of the Dash schedule. The next item discussed concerning Dash is the acceptance of tips for the drivers. Ms. Rosenthal explained that questions have come up about the drivers accepting tips or if riders have an expectation that they need to tip. We do not have any signage in the Dash at all, just the free rides banner on the top. The Board discussed the concept of tipping/expectation of tipping/acceptance of tipping. Concerns of the Board were the perception that a customer is expected to tip and that we want the service to be free to all riders. The Board discussed policies concerning the drivers accepting tips when offered. Chairwoman Elwell suggested that the Main Street staff decide if a sign concerning tips should be placed in the Dash.

17-901 Consider/Discuss Arts in Bloom Rates and Participation Fees for 2018

Ms. Rosenthal began by recapping what happened with the local artists at Arts in Bloom 2017. The Main Street staff had several meetings with local artists and offered several different scenarios for the group to participate with a tent or individually with a fee. The artists did not want to pay for this. At the event the weather was windy and the local artists packed up early, leaving prime space empty. This upset downtown merchants, festival attendees and juried artists that had paid for space. Ms. Rosenthal explained the process for this year's artists. They apply with Zapplication, are juried and pay \$300 for a 10 x 10 space for the 3-day festival. The Board discussed last year events and concerns going forward. The Board suggested that the local artists be offered a separate event to participate in like Second Saturdays, therefore giving them more opportunity for exposure. The Board discussed the discounts offered to

downtown merchants at other events and the need to remain consistent from event to event. The Board requested to bring this item back next month to vote on a policy concerning local artists.

17-902 Discuss Upcoming Events: Oktoberfest

Mr. Fairchild recapped the Oktoberfest budget. The event keeps growing and expenses will be higher, tents, electrical, security, etc. We have two stages for entertainment, three beer tents, six tickets tents, a carnival and over 20 food vendors. The Board discussed increasing the Facebook/social media ads for Oktoberfest and Mr. Werner discussed the bloggers that will be visiting the event.

Chairwoman Elwell adjourned the meeting at 10:05 a.m.

JAN ELWELL
Chair