

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

MAY 10, 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 May 10, 2012 at 8:30 a.m.

CALL TO ORDER

Board members present: Karen Dawkins, Linda Fogg, Jodi Ann LaFreniere, Treasurer Jon Dell'Antonia, Bonnie Shafto, Jennifer Cox, Vice-Chair Jan Temples, Jan Elwell and Chairman Johnny Galyean.

Board members absent: Molly Brewer, Renee Funderburgh, CoCo Good and Karen Klassen.

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

Guest(s): Mayor Pro Tem, Travis Ussery.

Chairman Galyean called the meeting to order at 8:30 a.m. after determining a quorum present.

CONSENT ITEMS

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

12-301 Minutes of the McKinney Main Street Board meeting of April 12, 2012

DISCUSSION ITEMS

12-302 Chairman/Vice Chairman Report - Board Captain Update

Chairman Galyean called for discussion on the Board Captain Updates.

Each Board Captain reported on their block.

12-303 Directors Report and Upcoming Events

Chairman Galyean called for a Directors Report and Upcoming Events update.

American Idol – Hollie Cavanagh Homecoming Celebration

Mrs. Lake announced that Main Street was currently putting together a Homecoming Celebration for Hollie Cavanagh. If Hollie makes it into the top 3 finalists, we will host a parade in Downtown McKinney, with anticipated attendance between 5,000-10,000 and then a concert at the Veterans Memorial Park at Craig Ranch with anticipated attendance between 20,000-35,000; all on this Saturday. We will know if she makes it on Thursday night live from American Idol. If she does not make the top 3, then we will still do a Homecoming Celebration for Hollie, but it will be on a smaller scale at a time that will be determined in the future. The Board discussed.

Bike the Bricks

Mrs. Lake then moved on to Bike the Bricks and gave a quick update. Mrs. Lake stated that the event has really come together. FIAT of McKinney stepped up to be the title sponsor this year, going from \$7,500 to \$15,000, so if anyone sees Tony Nevotti please thank him as they are wonderful partners for Main Street. Also big thanks to Richardson Bike Mart who also stepped up their sponsorship from \$5,000 to \$10,000. Mrs. Lake also took a moment to thank Communications and Marketing team for their great work in helping to promote this year's event. She then went on to share that racers are registering sooner than ever before, there is already one race totally full. Lastly, she encouraged all board members to volunteer at the event and that Ms. Canter would be in touch with everyone soon. The Board discussed.

Red, White & BOOM!

Mrs. Lake reported that Main Street has been asked to take on the Red, White & BOOM! Hometown Parade on July 4th. As of today, we have contacted all the past participants and are looking forward to having as many if not more than ever this year. Also the Car Show will be back as well over at the Former Collin County Courthouse parking lot from 1 p.m.

– 5 p.m., as we hope to keep people downtown for the day. The Board discussed.

Image Campaign

Mrs. Lake announced that as part of the Image Campaign: Spring Decorating plan you will notice large and brightly colored flowers on the corner of Virginia and Kentucky. The Image Campaign Committee is still working on a few additional pieces to be added this season, but we will continue to building on the decorations moving forward. The Board discussed.

Juried Art Show

Mrs. Lake gave a brief report on the Juried Art Show that will be held in the McKinney Performing Arts Center. The Juried Art Show had an awesome turn out of submissions. We were expecting 55 pieces of art and took in over 100 pieces. You will notice the large three pieces in the lobby of MPAC now feature Garret Art Gallery and Dobscha Studios, as they will featured for the next two months. The Board discussed.

Dallas Morning News Piece

Mrs. Lake encouraged everyone that has not seen the Dallas Morning News piece on McKinney to do so as it is amazing. It is a truly great way to promote McKinney. Mrs. Lake also thanked Mrs. LaFreniere for all that the Chamber of Commerce does to promote McKinney.

McKinney Oktoberfest

Lastly, Mrs. Lake mentioned that she recently meet with Franconia Brewery about the 2012 McKinney Oktoberfest. Franconia Brewery has expressed that he would like to be the sole beer provider at this year's Oktoberfest. Chairman Galyean encouraged Mrs. Lake to put together a comparison of what Warsteiner/Ben E. Keith has provided the past few years and what Franconia is offering. Mrs. Lake stated that she would and report back to the board next month. The Board discussed.

Treasurer Dell'Antonia gave a brief report on the financials. Treasurer Dell'Antonia stated that in light of recent outstanding payables he would like us to review the policies and procedures and make a plan for dealing with this issue in the future. The Board discussed and reviewed the statements with no further questions.

12-305 Liaison Reports - Downtown Property Owners -Chamber of Commerce -
McKinney 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. Ms. LaFreniere announced that if you have not had a chance to see it, the Chamber has launched their new website, which is also includes a mobile website. She also mentioned that the Chambers Golf Tournament will be June 4th if anyone is interested in participating. The Board discussed.

McKinney Conventions and Visitors Bureau

Mrs. Fogg gave a report on the MCVB. Mrs. Fogg announced that the MCVB Board is forming a committee to search for a new Director, as Diann Bayes has recently accepted a new position in Austin. The staff and board are both working on some projects and putting others on hold for the next month or so. Mrs. Fogg also reported that MCVB recently signed a contract to move into the former Boyd-Vigil Building on East Louisiana around October of this year. The Board discussed.

City of McKinney

No report

ADJOURN

Board members unanimously approved the motion made by Chairman Galyean, seconded by Vice-Chair Temples, to adjourn. Chairman Galyean adjourned the meeting at 9:33 a.m.

JOHNNY GALYEAN
Chairman

McKINNEY MAIN STREET

May 10, 2012

PAGE 6