

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

APRIL 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 April 13, 2017 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:36 a.m. after determining a quorum present. Board members present: Jan Elwell, Alex Lanio, Jolie Williams, Kaci Lyford, Robert Hamilton, Edna Brown, Ric Anderson and Courtney Ward.

Absent: Amber Gutschlag

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Aaron Werner, MPAC Marketing Coordinator Jakia Dudley-Faine and MPAC/Main Street Executive Assistant Belinda Kennedy.

Guests: City of McKinney Mayor Pro-Tem Randy Pogue, City of McKinney Councilman Travis Ussery, City of McKinney Assistant City Manager Barry Shelton, and Rick Glew.

17-362 City Liaison Report

Mr. Shelton updated the Board on the progress for the new parking garage downtown. It has been approved by City Council and will take approximately 12 months to complete. It will be located at Virginia and Chestnut and contain about 310 parking spaces. The City is also working on the two surface parking lots that were approved, which will add 70 spaces and 48 spaces. Mr. Shelton also discussed the possibility for the City to approve temporary parking lots which could include gravel lots. The parking committee will be reviewing this option. The Board discussed. Mr. Shelton discussed the resort style hotel that has been proposed in Craig Ranch. Next Tuesday at 5:00 p.m. is a meeting to

discuss this public/private partnership. This development would include a high end hotel. The City is reviewing the Park Master Plan with a series of public meetings to discuss new parks and also preservation and renovation of existing parks. Mr. Shelton updated the Board on the issue brought to City Council concerning allowing dogs on restaurant patios. The issue had been discussed and will be an agenda item on the next council session.

17-363 Director's Report

Ms. Rosenthal began by asking the Board to please vote for Downtown McKinney for America's Downtown competition. We could win \$25,000. Ms. Rosenthal updated the Board on her meeting with Dana Riley concerning the Santa House and explained that she had discussed adding a commission paid to Main Street, extended hours for Santa pictures and Volunteer McKinney operating the Santa House during Home for the Holidays. Ms. Riley will discuss with her Board and then meet with Ms. Rosenthal again. Ms. Rosenthal discussed Election Night on the Square for 2017. The event will be held adjacent to Mitchell Park and will tally the votes for our local elections as reported.

17-364 Minutes of the Main Street Board Meeting of March 9, 2017

Board members unanimously approved the motion by Board member Jolie Williams, seconded by Board member Robert Hamilton, to approve the Minutes of the Main Street Board Meeting of March 9, 2017.

17-365 Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Kaci Lyford, to approve the Financial Reports.

17-366 Discuss Past Events: Arts in Bloom

Ms. Rosenthal updated the Board on the success of Arts in Bloom 2017, new format with three days brought over 33,000 in attendance. There

were over 100 artists, from 16 states, 55 McKinney artists, 5 food vendors and 13 wineries. Main Street operated a shuttle for remote parking which was utilized by guests and also vendors and employees. The event should present a profit for Main Street but the numbers are not finalized until all expenses and vendor payments have been reconciled. Concerns for the event included the concern over local artists packing up early. The Board discussed. Mr. Lanio stated that he felt like the local artists should be moved to the side streets and the Square should house the artists that paid the booth fees. Ms. Elwell discussed the positive impact of events on the downtown area and also the City in general. The Board discussed.

17-367 Discuss Future Events: Bike the Bricks, Hometown Parade, Oktoberfest
Ms. Rosenthal updated the Board on the planning for Bike the Bricks. Income is down without the Fiat sponsorship, Main Street had asked Velo to raise the rates to race, especially late registration, but they said that there is an industry standard that should be followed. The plans for Bike the Bricks include beer sales on the Square and at the start/finish area, and a stage with entertainment on the Square proper. The revenue for the event will come from sponsorships, booth fees, activity commissions and beer/food commissions. Ms. Rosenthal discussed with the Board the plans for Oktoberfest. The Board discussed the concerns over taking the parking lot for the carnival but decided that the carnival should continue and other options will be explored for parking. Ms. Rosenthal reminded the Board that the new website is up and running, please visit the new website.

17-368 Discuss Downtown Parking and Polaris Gem
This item was not discussed at the meeting.

Chairwoman Elwell adjourned the meeting at 10:02 a.m.

JAN ELWELL
Chair