

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

SEPTEMBER 28, 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 28, 2017 at 8:30 a.m.

Board members present: Chairman Jan Elwell, Vice Chairman Alex Lanio, Treasurer Amber Gutschlag, Kaci Lyford, Jolie Williams, Edna Brown, Robert Hamilton, and Ric Anderson. Absent: Courtney Ward.

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

Chairman 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.

17-963 Discuss McKinney Oktoberfest 2017 Recap

Chairman Elwell called for the McKinney Oktoberfest 2017 Recap. McKinney Main Street Director Amy Rosenthal recapped the 2017 McKinney Oktoberfest for the Board members. Ms. Rosenthal discussed how we define the success of McKinney Oktoberfest, discussed who should have our priority during the event, identified the strengths for this year, weaknesses we have identified to correct for future years, opportunities for future festivals, threats to the ongoing festival, and things to remember for next year. The board discussed McKinney Oktoberfest 2017 and the plans for future festivals, strengths identified included tents to shade the dining area, photo opportunities, shuttle usage, promotions, and discussion covered the need for more food, line

management, portables at the shuttle area, added security and power washing after the event. Ms. Rosenthal thanked the Board for their input.

Chairman Elwell adjourned the meeting at 10:00 a.m.

Alex Lanio
Chair