

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JANUARY 8, 2015

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 January 8, 2015 at 8:30 a.m.

Board members present: Treasurer Jon Dell'Antonia, Molly Brewer, Chairwoman Jan Elwell, Kaci Lyford, Vice-chairman Alex Lanio, Jolie Williams, Edna Brown, Renee Funderburgh, Amber Gutschlag, and Robert Hamilton. Absent: Rebecca Drekman.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:32 a.m. after determining a quorum present.

Main Street Staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Main Street Program Coordinator Michelle Hancock, McKinney Main Street Executive Assistant Belinda Kennedy and McKinney Performing Arts Center Marketing Development Specialist Aaron Werner.

Guests: Mayor Pro-Tem Travis Ussery and Heidi Stark, City of McKinney Marketing and Advertising Coordinator and Rick Glew, McKinney Community Development Corporation.

CONSENT ITEMS

- 15-014** Minutes of the Main Street Board Meeting of December 11, 2014. The Board unanimously approved the motion by Amber Gutschlag, seconded by Molly Brewer to approve the minutes of December 11, 2014.
- 15-015** Minutes of the Main Street Special Board Meeting of December 19, 2014. The Board unanimously approved the motion by Jon Dell'Antonia, seconded by Jolie Williams to approve the minutes for the Special Board Meeting of December 19, 2014.

REGULAR AGENDA

- 15-016** Consider/Discuss/Act on Billboard Marketing Opportunity. Ms. Rosenthal passed out information about the marketing opportunity for Main Street

and discussed 3 options for billboard advertising. Each location was explained and discussed and time line and pricing options were explained. The Board discussed. Board unanimously approved the motion by Robert Hamilton, seconded by Jon Dell'Antonia, to approve the location 3 billboards as presented, for 2 ½ months, with a goal of starting January 15th if possible, and the option to possibly extend for the 3rd month.

15-017 Consider/Discuss/Act on Chamber Awards Recipient. Ms. Rosenthal presented to the board a nomination for the Chamber Award Recipient, Ron and Aleve Wieland, for their commitment and volunteer time given to the success of Oktoberfest. Board unanimously approved the motion by Jon Dell'Antonia, seconded by Robert Hamilton to accept the nomination, of Ron and Aleve Wieland as the Chamber Award Recipients.

15-018 Consider/Discuss/Act on Financial Reports. Financial reports were presented to the board for review. An omission was pointed out by Treasurer Jon Dell'Antonia for the Fed Ex sponsorship funds that are still due for Home for the Holidays. Board unanimously approved the motion by Renee Funderburgh, seconded by Molly Brewer to approve the financial reports.

15-019 Discuss Main Street "Downtown Events" Worksheet. Ms. Rosenthal handed out the "Downtown Events" Worksheet to the board members for review. Each current downtown event is listed and pertinent details to assist with analysis of event success. In the city council work session held previously the council asked for recommendations from Main Street concerning current special events and possible new events to be considered. The Board discussed the worksheet and each event, Ms. Rosenthal will present recommendations to the city council at a later date.

15-020 Discuss Krewe of Barkus 2015. Ms. Rosenthal handed out a copy of the

budget for Krewe of Barkus 2015. The board discussed.

15-021 Director's Report. Ms. Rosenthal thanked Jolie Williams for helping coordinate the Toyota employee meetings and filling all the open times and she thanked Robert Hamilton for his help moving the houses from Santa's village. Ms. Rosenthal recommended that the board form a sub-committee for Bike the Bricks and for Arts in Bloom, an email will be sent out to sign up.

15-022 City Liaison Report. Mayor Pro-Tem Ussery spoke to the board concerning replying to emails, asking to only reply to the sender, not all. Mayor Pro-Tem Ussery then spoke about the CIP, the 10 year plan for the city, projections for roads, infrastructure etc. to support the city's growth. Mayor Pro-Tem Ussery informed the Board of 2 upcoming Town Hall meetings and invited all to attend. Mayor Pro-Tem Ussery informed the board of an upcoming ordinance concerning outdoor music after 10pm that will be brought before the City Council.

Chair-woman Elwell adjourned the meeting 10:31 a.m.

JAN ELWELL
Chair

