

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JULY 14, 2016

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 July 14, 2106 at 8:30 a.m.

Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Amber Gutschlag, Edna Brown, Robert Hamilton and Ric Anderson. Chairwoman Jan Elwell called the meeting of the McKinney Downtown Business Re-Development Board to order at 8:31 a.m. after determining a quorum was present.

Absent: Rebecca Drekman

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

Guests: City of McKinney Councilman Travis Ussery, City of McKinney Mayor Pro Tem Randy Pogue, City of McKinney Marketing and Development Coordinator Michelle Feldker and Rick Glew.

16-671 City Liaison Report

Ms. Feldker updated the Board on the new City of McKinney website. The website is updated and more user friendly. Mayor Pro Tem Pogue updated the Board on the new City of McKinney City Manager, Mr. Paul Grimes, who starts on August 1, 2016, and also board interviews are this evening at 5:30pm.

16-672 Director's Report

Ms. Rosenthal updated the Board on the following items: McKinney Main Street received its 12th year of National and State Accreditation; there is a three page story on Patina Green and downtown McKinney in Texas Highways this month, great exposure; Mr. Werner and Ms. Rosenthal

attended training in Rockwall for Main Street. Topics were: What do people expect when they visit your downtown?, How can we create an environment to help businesses thrive?, The creation of Culinary Districts, many North Texas Cities are interested, and Pokémon Go!, lots of activity downtown. Mr. Werner was on the news and radio talking about activity in downtown with the game. Explorer Club has started for this year. There are 15 stores participating. Interviews for board positions, new and returning, are today at 5:30 p.m. in Council Chambers. July 26 will be the unveiling of the first Downtown Public Art Mural on the Cadillac Pizza building. Please join us. We would like to move forward with a texting service to enhance communication. Lastly, Ms. Rosenthal welcomed Jakia Dudley-Faine to the MPAC/Main Street group.

16-673 Minutes of the Main Street Board Meeting of June 9, 2016

Board members unanimously approve the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to approve the minutes of the Main Street Board Meeting of June 9, 2016.

16-674 Consider/Discuss/Act on Financial Reports

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

16-675 Discuss Past Events

Ms. Rosenthal discussed the following past events with the Board:

Arts in Bloom: Strong support from downtown businesses; presentation to artists on Tuesday night to make sure they can afford to participate, answer questions about the juried process and discuss the option to co-op tents. We would like to test the presentation to downtown before presenting to Council. Lastly, we need to register for application by August/September.

Bike the Bricks: Form a review committee to determine how to move forward with this event.

July 4th Parade: Successful community event; positive feedback from merchants and public.

16-676 Discuss Future Events

Ms. Rosenthal discussed the following upcoming events with the Board:
McKinney Oktoberfest: New logo; steins are ordered, pay half now, half after event; three breweries: Hofbrau, Franconia and Tupps; Toyota of McKinney is back as presenting sponsor; MCDC grant application will be submitted to help with marketing expenses; partnerships with Chestnut Square, Collin County History Museum and Crape Myrtle trails; Trip Advisor is being discussed to increase exposure.

Home for the Holidays: Main Street plans to have a live Christmas tree again on the square; Baylor is back as a sponsor; plans for a Santa house are in progress, research on a Santa house that was on the square in the 60's to replicate, and Volunteer McKinney possibly to staff the house.

16-677 Discuss Downtown Marketing Initiatives

Ms. Rosenthal discussed the following items with the Board:

Culinary District: meeting with potential members; define boundaries; define scope; present to Council; paid participation; assets-district guide, purchased ads, social media, publicist.

Downtown Memberships: \$150 per year, Oct 1-September 30; will cover shoppers guide, directional signage, website listing, social media exposure.

Website: Work with Communications and Marketing Department to help take advantage of all the options offered with the refreshed platform. The Board discussed.

Chairwoman Elwell adjourned the meeting at 9:56 a.m.

JAN ELWELL
Chair

