

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

DECEMBER 10, 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 December 10, 2015 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:30 a.m. after determining a quorum present. Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Edna Brown, Robert Hamilton, and Ric Anderson.

Absent: Amber Gutschlag, Rebecca Drekmann

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

Guests: Mayor Pro-Tem Travis Ussery, City of McKinney Assistant City Manager Barry Shelton, McKinney Community Development Corporation Representative Rick Glew, City of McKinney Marketing and Advertising Coordinator Michelle Feldker and Kyle Conway with The Sponsor Bureau.

15-1206 City Liaison Report

Mayor Pro-tem Ussery thanked the Board members for their service and dedication and updated the Board on the 9-acre development, plans are moving forward with Robert Shaw as the developer. Mr. Shelton spoke to the board concerning the 9-acre site and city projects in the works for commercial development, retail developments and new office buildings.

15-1207 Director's Report

Ms. Rosenthal began the director's report by thanking Board Members for their help and support during Home for the Holidays, board members helped with the downtown tree, decorating, shopping, tree lighting,

negotiations with vendors and overall support of the event. Ms. Rosenthal also thanked the MPAC staff for their support during the event.

15-1208 Minutes of the Main Street Board Meeting of November 12, 2015

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to Approved and Referred 15-1208 Minutes of the Main Street Board Meeting of November 12, 2015.

15-1209 Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Kaci Lyford, seconded by Board member Edna Brown, to approve the financial reports.

15-1210 Consider/Discuss/Act on Weather Plan

Ms. Rosenthal updated the board on some of the decisions that had to be made during Home for the Holiday due to inclement weather and proposed to the board that a policy should be adopted concerning outdoor events and weather conditions considering that 3 of the last 4 events have been impacted by bad weather. The board discussed. Mr. Conway spoke to the board about his experience with other outdoor events, many organizations decide based on the size of the event, the moving parts and costs associated with cancelling or moving an event. The board discussed. Ms. Rosenthal spoke concerning the sponsors for events, refund policy if an event is cancelled, and rain date options for the 4 larger events, Arts in Bloom, Bike the Bricks, Oktoberfest and Home for the Holidays. The board discussed the event list and the city council sub-committee concerns about street closures. Ms. Elwell discussed forming a task force to address the many points of a weather policy concerning Main Street events. Mr. Hamilton made a motion to table the agenda item concerning adopting a weather policy so that a task force can research a present a policy to adopt.

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Alex Lanio, to Table to Another Meeting 15-1210

Consider/Discuss/Act on Weather Plan. This item was tabled subject to recommendations of a task force which will be formed to create a weather policy.

15-1211 Discuss Past Events - Home for the Holidays

Ms. Rosenthal discussed the budget for Home for the Holidays, adjustments were made to the schedule based on the inclement weather, and amounts may be adjusted, many expenses are for the entire month with the decorations remaining until January. The board discussed including more ongoing events for the entire month as opposed to just the weekend of Home for the Holidays.

15-1212 Discuss Future Events

Ms. Rosenthal updated the board on upcoming events, the city special events sub-committee does not want to close the streets for this event, the board discussed. Ms. Rosenthal will work with organizers of Krewe to see if event can be modified with no street closures.

15-1213 Discuss Downtown Retail Support

Ms. Rosenthal discussed with the board how to support downtown retail. The 4 main points of a Main Street program are design, organization, promotion, and economic vitality. Our model has morphed into events, which promote downtown but also cause street closures and other problems. The board discussed ways to communicate with the downtown business owners, the business monthly meetings, emails, flyers, etc. The board discussed that some merchants do not feel that they have a voice so the suggestion was made to develop a block captain program so that information can be communicated in smaller groups and more on a personal level. The purpose of the block captains will be to spread information, comprehensive listings, and to act as a voice for the merchants. The board discussed other ways to communicate with the merchants by adding to the email list or using a texting service.

Chairwoman Elwell adjourned the meeting at 10:19 a.m.

JAN ELWELL
Chair

