

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

MAY 12, 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 May 12, 2016 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:33 a.m. Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Edna Brown, Robert Hamilton, Rebecca Drekmann, and Ric Anderson.

Absent: Amber Gutschlag

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Aaron Werner, McKinney Special Events Coordinator Geoff Fairchild, and McKinney Main Street Executive Assistant Belinda Kennedy.

Guests: Mayor Pro-tem Travis Ussery, City of McKinney Councilman Rainey Rogers, City of McKinney Assistant City Manager Barry Shelton and City of McKinney Marketing and Development Coordinator Michelle Feldker.

16-484 City Liaison Report

Mr. Shelton updated the Board on the new parking enforcement officer. Citations will be issued starting May 16, 2016. The search for a new city manager is coming to the final selection and the comprehensive plan update meeting will be May 18th and 19th. Mr. Shelton explained the parking committee's recommendations to pave two additional lots and install better signage and lighting in downtown to help alleviate parking issues and prepare for loss of parking spaces on the nine-acre lot. Mr. Shelton updated the Board on the city aquatics facility, highlighting features such as an indoor competitive pool.

16-485 Director's Report

Ms. Rosenthal announced that McKinney Main Street is a quarterfinalist to be America's Main Street. There are 25 finalists and only two from Texas, McKinney and Grapevine. The prize is \$25,000. The Board discussed ideas for spending the \$25,000. Ideas included wifi, recycling trashcans, and outdoor music. Ms. Rosenthal updated the Board on the contract with Sponsor Bureau and let the Board know that we will not be renewing the contract. Staff feels like they can move forward with sponsorships. Ms. Rosenthal updated the Board on a few issues concerning ordinances, trash, parking, loading zones, and signage and then discussed the first block captain meeting. Discussion followed.

16-486 Minutes of the Main Street Board Meeting of April 14, 2016

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to approve the Minutes of the Main Street Board Meeting of April 14, 2016.

16-487 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.

16-488 Consider/Discuss/Act on the Fourth Amended Bylaws of the McKinney Main Street Corporation

Ms. Rosenthal presented the 4th amended bylaws to the Board for discussion. The amended bylaws reduce the number of board members from nine to seven. The Board discussed concerns highlighting the need for volunteers, subcommittee work and a fair representation of the different stake holders for Main Street. Based on the Board's discussion, Mr. Hamilton made a motion to deny adoption of the 4th amended bylaws. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Ric Anderson, to deny

approval of the Fourth Amended Bylaws of the McKinney Main Street Corporation.

16-489 Discuss Past Events

Ms. Rosenthal updated the Board on the Arts in Bloom survey results. There have been 54 responses. Many want the side streets included next year but don't understand that involves more set-up and would probably mean a two to three day event. More survey responses are needed and block captains will be asked to speak to the merchants individually. Main Street would need to go to Council to get approval to extend to multiple days and we would need 80% of merchants included in the survey results. If we move to a larger event that would include more artists and a juried show, which would require much longer load-in times and set-up time, possible Friday set-up and then two day event.

16-490 Discuss Future Events

Ms. Rosenthal began by discussing Second Saturdays. Participation is sparse and unpredictable. Block captains should push for more merchants to promote the event. Ms. Rosenthal presented the budget for Bike the Bricks, currently approximately a \$5,000 loss. There is an added event that night with the Eggfest and entertainment planned for the day. Mr. Anderson asked how we can improve the downtown website and Ms. Rosenthal explained that the website is part of the city website and is controlled and maintained by the city Communication and Marketing Department. The Board discussed. Ms. Rosenthal updated the Board on the upcoming Explorer Club for Kids which starts in a couple of weeks and plans are underway for the 4th of July parade. Ms. Rosenthal informed the Board that Main Street has ordered the steins for Oktoberfest and has been meeting with different breweries discussing sponsorship and participation options. Staff has also been discussing commissions for vendors for Oktoberfest increasing to 20%. The Board

discussed the options for commission amounts and the possibility of
different amounts for downtown merchants.

Chairwoman Jan Elwell adjourned the meeting at 10:33 a.m.

JAN ELWELL
Chair