

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

JUNE 17, 2014

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 June 17, 2014 at 8:30 a.m.

CALL TO ORDER

Chairwoman Jan Temples called to order the meeting of the McKinney Downtown Re-Development Board at 8:34 a.m. after determining a quorum present. Board members present: Treasurer Jon Dell'Antonia, Molly Brewer, Jan Elwell, Chairwoman Jan Temples, Bonnie Shafto, Vice-Chair Karen Dawkins, Kaci Lyford and Alex Lanio.

Board members absent: Jodi Ann LaFreniere-Ray, Jolie Williams, and Renee Funderburgh.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Michelle Hancock, and MPAC/Main Street Executive assistant Belinda Kennedy.

Guests: Christie Connell, Azure Photography

DISCUSSION ITEMS

14-553 Discuss New Downtown Business Introduction

Chairwoman Jan Temples introduced a guest speaker to the board, Christie Connell, owner of Azure Photography. Ms. Connell spoke to the board about her new business that is located in a studio above Sauce on the Square. She highlighted her business profile and invited the members of the board to an open house.

14-554 Discuss Recap of Bike the Bricks 2014

Main Street Director Amy Rosenthal gave the board a re-cap of Bike the Bricks 2014, highlighting a \$5000 shortfall attributed to lower

sponsorships and higher expenses. Ms. Rosenthal explained that some elements of this particular event are arranged by McKinney Velo and that Main Street has little control over these items. The board discussed. Chairwoman Jan Temples discussed the success of the VIP area and response from sponsors was positive. Mr. Dell'Antonia added that the merchants on the square do not seem to like this event and that Main Street loses money, Ms. Brewer added a comment that it might possibly need to be more of a city event rather than Main Street. Ms. Rosenthal discussed the already high investment that the city puts in to all the events, police, streets, parks, etc. and that those costs are not reflected in the budget that Main Street presents. The board discussed. Several board members who own shops gave recaps of their business for the event. Ms. Temples asked Mr. Barry Shelton if the city could provide the cost of the services they provide, he said that they could and the board discussed requesting this information from the city. Ms. Temples suggested that the board get the budget numbers from the city for the in-kind services and then analyze the event again.

14-555 Discuss Upcoming Events - RWB and Oktoberfest

Main Street Program Coordinator Michelle Hancock updated the board on the upcoming Red, White and Boom parade, a partnership project with Parks, Recreation and Open Spaces department. Ms. Hancock informed the board that the parade would not be allowing motorcycles this year, the topic had created some controversy but the Police and Parks Department felt that safety and noise were a factor.

Ms. Rosenthal updated the board on the planning process for Oktoberfest 2014, Main Street staff had met with the owners of the Bavarian Grill to discuss the new pricing structure, coupons, and percentage for sales. Ms. Rosenthal explained to the board that the owners were not receptive at all to the new program and she was not sure if they would return under the new plan. The board discussed this

topic extensively, deciding to continue the discussion after the board meeting in the interest of time. Ms. Temples invited any board members to join the discussion after the meeting and that an email would be sent out to inform the members of the results of the meeting.

REPORTS

14-556 Discuss Financial Reports

Treasurer Jon Dell'Antonia asked the board to review the financial documents included in the packet, he posed a question to the board for future discussion concerning events losing money, he wants the board to be aware before the events if there will be a shortfall so the board can make more informed decisions.

14-557 Director's Report - Main Street Training

Ms. Rosenthal updated the board on the Main Street meeting that she and Ms. Hancock attended on June 10-12, she highlighted some discussions from the meeting concerning issues for other Main Street cities that McKinney has already worked through.

14-558 City Liaison Reports

No city liaison reports were given at this meeting.

ADJOURN

Chairwoman Jan Temples declared the meeting adjourned at 10:18 a.m.

JAN TEMPLES
Chairwoman

