

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

DECEMBER 12, 2019

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 12, 2019 at 8:30 a.m.

Chairman Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:31 a.m. after determining a quorum present.

Board members present: Robert Hamilton, Julie Williams, Kathryn Waite, Jim Smith, Ric Anderson, Preston Schwalls, Jolie Williams, and Doug Willmarth.

Absent: Kaci Lyford

Main Street staff present: Main Street Director Amy Rosenthal, City of McKinney Special Events Coordinator Andrew Jones, McKinney Main Street Program Coordinator Aaron Werner, McKinney Performing Arts Center Marketing Coordinator Jakia Brunell and McKinney Main Street Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilman Rick Franklin, City of McKinney Assistant City Manager Barry Shelton, City of McKinney Financial Compliance Manager Chance Miller, City of McKinney Communications and Media Specialist Meredith Haynes, City of McKinney Infrastructure Supervisor Tracy Johnson, City of McKinney Deputy Chief Information Officer Mahmood Khan and alternate Taylor Phelan.

19-1016 City Liaison Report

Chairman Hamilton called for the City Liaison Report. Mr. Shelton updated the Board Members on the John and Judy Gay Library renovation, the library will be closed starting January 6, 2020 to complete part of the construction, it will re-open with limited space on January 13, 2020, the process could drive some traffic to the library downtown. The City of McKinney has hired a new Assistant City Manager, Kimberly Flom, she will join the City staff on January 2, 2020. The departments will be re-aligned and Main Street will be under Ms. Flom, Barry will be

over Police, Fire and the Airport. The Stars Center has a budget approved for expansion, they will be adding a 3rd rink with 2000 seats. Mr. Shelton updated the Board on the Batch plants on Hwy 5, there have been ongoing concerns about the facilities and the City is working with the companies to relocate to an industrial area off Hwy 380, this process could take some time, possibly several years. The City continues to work on the Homeless project and is looking for a space to locate a resource center but at this time it will not be at the Library.

19-1017 Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal asked Mr. Werner to update the Board Members on the new downtown dollars program. Mr. Werner explained that Main Street receives multiple inquiries and requests for downtown gift certificates or gift cards. Main Street has researched ways to offer gift cards but it is cost prohibitive so Main Street has created Downtown Dollars. This programs allow shoppers to buy downtown dollars to spend in the shops and restaurants in the Historic District. The merchants will need to agree to participate but there are no costs to them so we are hoping all will want to accept the dollars, we are able to print them and they will be available at MPAC for now, we may investigate other places to offer them for sale and also online sales are being developed.

19-1018 Minutes of the Main Street Board Meeting of October 10, 2019

Chairman Hamilton called for review of the October 10, 2019 minutes. Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Jolie Williams, to approve and refer the Minutes of the Main Street Board Meeting of October 10, 2019.

REGULAR AGENDA

19-1019 Discuss Downtown Sales Tax and Property Tax

Chairman Hamilton introduced Chance Miller, Financial Compliance Manager for the City of McKinney to discuss Downtown Sales Tax and Property Tax. Mr. Miller presented information for the Cultural District area and explained how the city receives the information and how it can be analyzed. The Board discussed.

19-1020 Discuss Cell Phone Analytics Meraki Data

Chairman Hamilton introduced Mahmood Kahn, City of McKinney Deputy Chief Information Officer and Tracy Johnson, City of McKinney Infrastructure Supervisor to discuss the Meraki Data. Mr. Kahn explained the location of the Meraki devices and the data that can be gained from the devices. The devices capture cell phone data and could be used to gather email information, send out a poll, monitor Facebook check-ins, and provide foot traffic numbers at events or during specific times. The devices could be used to offer free Wi-Fi downtown and could provide marketing data for downtown and the cultural district. The Board discussed.

19-1021 Discuss Transition Strategies Update

Chairman Hamilton called for the Discussion of the Transition Strategies. Ms. Rosenthal recapped the strategies that Main Street has focused on, Retail, Dining and Entertainment and Tourist and Tourism. These strategies will be the focus of the retreat next month.

19-1022 Discuss Past Events: Home for the Holidays Recap

Chairman Hamilton called for a recap of Home for the Holidays. Mr. Jones recapped the 39th annual Home for the Holidays event, rain on Friday forced us to cancel the entertainment and some rides were not able to operate fully but we stayed open, we had 2 tree lightings, both were well attended and Saturday and Sunday had very good attendance. We will have more final numbers at the next meeting.

19-1023 Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for a review of the financial reports. The Board discussed. Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Jolie Williams, to approve the Financial Reports.

19-1024 Consider/Discuss/Act McKinney Main Street's Nomination for
Community Awards Ceremony

Chairman Hamilton called for a discussion and nomination for the Community Awards. Ms. Rosenthal recapped for the Board some of Main Streets past award recipients, we have previously awarded business partners and volunteers. The Board discussed. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, nominate The Sanchez Group with Audi Sewell of McKinney as an alternate if needed.

Ms. Williams made a motion to adjourn the meeting at 10:00 a.m.

Robert Hamilton
Chair