

**McKinney Main Street**  
**aka McKinney Downtown Business Re-Development Board**

**AUGUST 14, 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 August 14, 2014 at 8:30 a.m.

Chairwoman Jan Temples called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:33 a.m. after determining a quorum present. Board members present: Jon Dell'Antonia, Molly Brewer, Jan Elwell, Jan Temples, Jodi Ann LaFreniere, Karen Dawkins, Kaci Lyford, Alex Lanio, Jolie Williams

Absent: Bonnie Shafto, Renee Funderburgh

Main Street staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Main Street Program Coordinator Michelle Hancock, McKinney Main Street Executive Assistant Belinda Kennedy and McKinney Performing Arts Center Marketing Development Specialist Aaron Werner.

**CONSENT ITEMS**

**14-762** Minutes of the Main Street Board Meeting of July 10, 2014

The Board unanimously approved the motion by Molly Brewer, seconded by Jon Dell'Antonia to approve the minutes of July 10, 2014.

**DISCUSSION ITEMS**

**14-763** Discuss New Downtown Business Introduction

No new business introduction at this meeting.

**14-764** Discuss Upcoming Events - Oktoberfest and Wish 100

Main Street Director Amy Rosenthal updated the Board Members on the planning progress for McKinney Oktoberfest 2014. Ms. Rosenthal presented to the Board a sponsorship review, highlighting sponsorships from Toyota, PepsiCo and PSA and also presented the advertising plan

for the event. The Board discussed. Ms. Rosenthal then updated the Board on the event budget, discussing expenses for electrical, entertainment, tents, etc. Mr. Dell'Antonia discusses the ticket redemption process and the Board discusses. Ms. Rosenthal then tells the Board the options for credit card processing at Oktoberfest and recaps two possible options and the costs associated with each option. The Board discussed. Ms. Rosenthal then asked the Board if they felt the kick-off party was a necessary expense, the board discussed and decided against having the party. Ms. Rosenthal then discussed the subject of volunteers needed for all types of duties during the event and the Board discussed ideas for increasing the volunteer pool. Ms. Rosenthal wrapped up by stating that there was still more Oktoberfest planning issues to discuss and another meeting would be necessary before the event.

## REPORTS

**14-765** Discuss Financial Reports

Jon Dell'Antonia presented financial documents to the board for review.  
The Board discussed.

**14-766** Director's Report

No report given at this time.

**14-767** City Liaison Reports

No report given at this time.

## ADJOURN

Chairwoman Jan Temples adjourned the meeting at 10:01 a.m.

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Jan Temples  
Chairwoman

McKinney MAIN STREET

<DATE>

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