

## **McKinney Main Street**

### **aka McKinney Downtown Business Re-Development Board**

**OCTOBER 8, 2020**

The McKinney Downtown Business Re-Development Board of the City of McKinney, Texas met in regular session at the McKinney Performing Arts Center, Noble Hall, 111 N. Tennessee Street, McKinney, Texas on Thursday, October 8, 2020 at 8:30 a.m.

#### **20-0866** Oaths of Office

Chairman Hamilton administered the Oaths of Office to New Board Members Kyle Branch and Chris Wilkes and then called the meeting to order after determining a quorum present. Board members present Robert Hamilton, Kathryn Waite (via zoom), Ric Anderson, Jolie Williams (via zoom), Kyle Branch and Chris Wilkes.

Absent: Julie Williams, Preston Schwalls, Doug Willmarth, Taylor Phelan

Main Street staff present McKinney Main Street Director Amy Rosenthal, City of McKinney Special Events Coordinator Andrew Jones, City of McKinney Main Street Program Coordinator Aaron Werner (via zoom), McKinney Performing Arts Center Marketing Coordinator Jakia Brunell and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Mayor Pro Tem Rainey Rogers, City of McKinney Assistant City Manager Kim Flomm and City of McKinney Communications and Media Specialist Meredith Haynes (via zoom).

#### **20-0867** Election of Officers

Chairman Hamilton called for discussion and nominations for McKinney Main Street Board Chairman, Vice-Chair and Secretary/Treasurer. The Board discussed. Board member Kyle Branch made a motion, seconded by Board member Chris Wilkes, to maintain the current Chairman Robert Hamilton, the current Vice-Chair Jolie Williams, and the current Secretary/Treasurer Kathryn Waite. The Board approved unanimously.

#### **REPORTS**

#### **20-0868** City Liaison Report

Chairman Hamilton called for the City Liaison Report. Mayor Pro Tem Rogers updated the Board on the Light up Louisiana project, final touches are being made and project is nearing completion. He congratulated Ms. Rosenthal for receiving the Jon Flaming Award from our local Arts Community. Ms. Flomm also updated the Board on several City items. The impact fees are used in growing areas and are updated every 5 years, The City adopted a resolution for the 380 bypass sections, this will help the county and city move forward with the bypass route and the State of the City will be November 5, 2020, virtual this year,

**20-0869** Director's Report

Chairman Hamilton called for the Director's report. Ms. Rosenthal welcomed the new board members and introduced the staff members. Ms. Rosenthal updated the Board on the parking study, a parking consultant will be at the business monthly meeting and will also be conducting stakeholder interviews and focus groups. The Cares grants gave out 4.7 Million dollars to local businesses, the McKinney strong campaign was a huge part of that, funding every eligible applicant. Sales tax was down 7% for July. The Light up Louisiana project is almost complete and the next phase of construction starts in January.

**20-0870** Minutes of the Main Street Meeting of September 10, 2020

Board members unanimously approved the motion by Board member Ric Anderson, seconded by Board member Kathryn Waite, to Approve and Refer the Minutes of the Main Street Meeting of September 10, 2020.

**20-0871** Consider/Discuss/Act on Board Commitment Forms for 2020-2021 and McKinney Downtown Business Re-Development By-Laws

Chairman Hamilton called for discussion of the Board Commitment Forms and McKinney Downtown Business Re-Development By-Laws.

Ms. Rosenthal explained the forms and asked Board members to review and sign and return the forms.

**20-0872** Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for review of the Financial Reports. Ms., Waite explained the loss of Oktoberfest is huge, Main Street is working on smaller events to get us thru the pandemic. The Board discussed. Board members unanimously approved the motion by Board member Ric Anderson, seconded by Board member Kyle Branch, to Approve the Financial Reports.

**20-0873** Review Survey Results from Sip + Strolls

Chairman Hamilton called for review of the Sip and Stroll surveys. Ms. Rosenthal explained the concept of the sip and strolls and that they evolved from Second Saturday type events. Main Street has received \$13,000 back from the sip and strolls so far and merchant feedback is positive. The open consumption allowed in the Cultural district has helped with the concept of the Sip and Stroll. There is a wine walk coming up in November and more events will be planned.

**20-0874** Discuss Upcoming Events and Activities

Chairman Hamilton called for the discussion of upcoming events. Ms. Rosenthal discussed the plans for Christmas, we will not be closing the streets for Home for the Holiday like we usually do but we do have activities planned to support the Downtown merchants. We will close Kentucky street on the square proper and we will have the Christmas tree and a carousel, we will also have the Block in a Box with some planned activities. We will have an advertising budget and we will be working with the city for promotional materials.

Mr. Wilkes made a motion to adjourn at 9:48 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the Main Street Board on: \_\_\_\_\_

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ROBERT HAMILTON  
Chairman

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KATHRYN WAITE  
Secretary / Treasurer