

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JULY 11, 2013

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 Thursday, July 11, 2013 at 8:30 a.m.

CALL TO ORDER

Chairwoman Jan Temples called to order the meeting of the McKinney Downtown Re-Development Board at 8:36 a.m. after determining a quorum present. Board members present: Vice-Chair Karen Dawkins, Renee Funderburgh, Treasurer Jon Dell'Antonia, Jodi Ann LaFreniere-Ray, Bonnie Shafto, Barry Shelton, Jan Elwell, Molly Brewer and Chairwoman Jan Temples.

Board members absent: Angie Bado, CoCo Good, Johnny Galyean and Karen Klassen.

Main Street staff present: McKinney Main Street Program Director Ty Lake and McKinney Main Street Program Coordinator Merry Caroline Canter.

Guest(s): City of McKinney Mayor Pro Tem Travis Ussery, City of McKinney Councilman Randy Pogue, McKinney Conventions & Visitors Bureau, Communications and Marketing Manager Beth Shumate and downtown business owner Sandra Nichols.

CONSENT ITEMS

The Board unanimously approved the motion made by Mrs. Elwell, seconded by Ms. Brewer, the following consent item.

13-643 Minutes of the McKinney Main Street Board meeting of June 13, 2013

DISCUSSION ITEMS

13-644 Chair / Vice-Chair Report - Guest Introductions - Business Spotlight -
Information Sharing - Board Caption Updates

Board Captain Updates

Chairwoman Temples called for the discussion on the Board Captains

Update. Each Board Captain reported on their block.

Business Spotlight: Snug on the Square

Chairwoman Temples welcomed Sandra Nichols, owner of Snug on the Square in Historic Downtown McKinney. Mrs. Nichols gave a brief overview about how she started Snug on the Square and how they have grown over their first year in Downtown McKinney. Mrs. Nichols also discussed some of their challenges and ideas for the Main Street organization they would like to see come to fruition. The Board discussed. Chairwoman Temples thanked Mrs. Nichols for coming and speaking to the Board and welcomed her to stay for the remainder of the meeting.

13-645 Directors Report and Information Sharing

Red, White & BOOM! – Hometown Parade

Mrs. Lake gave a brief recap of the Fourth of July Parade in Downtown McKinney. She stated that she has received a lot of positive comments from participants, staff and visitors alike. The parade was the largest and most well attended parade we have had in Downtown McKinney. As always Mrs. Lake stated that she received a few suggestions for next year and as always we aim to make it even better next year. Mrs. Lake congratulated Merry Caroline Canter and stated that with her organization and leadership, the parade was a hug hit and communicated a job well done. The Board discussed.

Home for the Holidays

Mrs. Lake directed everyone to look in the board packets at the new Home for the Holidays creative. Mrs. Lake stated that she has already shown it to a few select merchants and it has whole heartily been well received stating that “they loved it.” The Board discussed.

Information Sharing

Mrs. Lake stated that we are working on McKinney Oktoberfest and are looking forward to a great event. She followed up that from the lights

conversation from last month, she has met with The Christmas Light Company and the lights will be removed from the buildings in the next few weeks and the trees will be lite by Oktoberfest. Lastly, Mrs. Lake announced that the National Main Street CEO will be coming to visit McKinney, along with four other Main Street Cities in the North Texas today. This is huge for McKinney as well as Texas. The Board discussed.

- 13-646** Review and Discuss Financials - Treasurer's Report - YTD Financials
Treasurer Dell'Antonia gave a brief report on the financials. The Board discussed and reviewed the statements with no further questions.

REPORTS

- 13-647** Liaison Reports - Downtown Property Owners - McKinney Chamber of Commerce - McKinney Conventions & Visitors Bureau - City of McKinney
Downtown Property Owners
No Report
McKinney Chamber of Commerce
Mrs. LaFreniere-Ray gave a report on the McKinney Chamber of Commerce. Mrs. LaFreniere-Ray gave an update on the many upcoming Chamber meetings and events. Mrs. LaFreniere-Ray announced that the McKinney Chamber of Commerce recently won two national awards, one for the Buy Local Campaign and the other for McKinney Online. The Board discussed.
McKinney Conventions & Visitors Bureau
Ms. Beth Shumate gave a report on the McKinney Conventions and Visitors Bureau, in place of Ms. Bado. Ms. Shumate reported that the new McKinney Store that is inside the MCVB Office has been a phenomenal success. She then gave an update on the upcoming Mickey Mantle World Series and how they are helping to incorporate Downtown McKinney. Ms. Shumate ended with reviewing all the various marketing

initiatives they are working on to promote McKinney as a destination.

The Board discussed.

City of McKinney

Mr. Shelton gave a brief report on the City of McKinney. Mr. Shelton reported that development numbers have recently come in and the City is growing 72% ahead of last year. He then gave an update on the Town Center Study project, Downtown infrastructure, the Gateway project and the new public transportation system, TAPS. The Board discussed.

ADJOURN

The Board unanimously approved the motion made by Chairwoman Temples, seconded by Vice-Chair Dawkins, to adjourn. Chairwoman Temples adjourned the meeting at 9:48 a.m.

JAN TEMPLES
Chair