

## **McKinney Main Street**

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

**OCTOBER 10, 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 October 10, 2019 at 8:30a.m.

Chairman Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:32 a.m. after determining a quorum present.

Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams, Ric Anderson, Doug Willmarth, Julie Williams, Kathryn Waite, Preston Schwalls and Jim Smith. 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 Councilman Rainey Rogers, City of McKinney Assistant City Manager Barry Shelton and Taylor Phelan.

Chairman Hamilton welcomed everyone and introduced the new Board Members Preston Schwalls and alternate Taylor Phelan.

#### **19-0822** City Liaison Report

Chairman Hamilton called for the City Liaison Report. Mr. Shelton reported to the Board Members about the upcoming TIRZ on November 5, 2019, topics will be the parking garage purchase and downtown lighting. Mr. Shelton updated the Board on the city housing reconstruction project on Louisiana Street, the home has been remodeled and the family has moved back in, more projects in the future. The John and Judy Gay Library addition is in progress, there will be some closures during the construction, planning for a Summer Grand Opening for the entire project, also plans to update the Roy and Helen Hall Memorial Library with a new courtyard designed to be a venue and

possible art exhibit space. There will be a ribbon cutting for Fitzhugh Park that has a new court surface donated by Nancy Lieberman and Old Settlers is under renovation.

**19-0823** Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal began by thanking the Board Members for their help at Oktoberfest. Ms. Rosenthal updated the Board on the Halloween activities for City of McKinney, efforts are being funneled into Trick or Treat Trails at Town Lake, lots more rooms for activities and safer. There may still be some trick or treaters downtown but the streets will not be closed and we do not have any additional vendors. Some upcoming events to take note of, The National Main Street Conference in May will be held in Dallas and we are planning a longer retreat meeting for the Board in January.

**19-0824** Minutes of the Main Street Board Meeting of September 12, 2019.

Chairman Hamilton called for review and motion for the minutes for last month.

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 September 12, 2019.

**19-0825** Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for review and motion for the financial reports. The Board discussed the financial reports.

Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Kathryn Waite, to approve the financial reports.

**19-0826** Discuss Past Events: Oktoberfest Recap

Chairman Hamilton called for the Oktoberfest Recap. Ms. Rosenthal recapped the Oktoberfest event, very successful, 411 kegs of beer, 65.3

thousand visitors on the retail coach report, tons of volunteers, and 47,000 entries to the Munich trip give-away. We will do a downtown survey to gather feedback, one of the questions raised is should be charge admission, other questions on the survey may be top 3 good things vs. top 3 things to improve. Overall the event was very well attended and helped promote Downtown McKinney.

**19-0827** Discuss Transformation Strategies

Chairman Hamilton called for the discussion of Transformation strategies. Ms. Rosenthal explained the new Main Street State and National Accreditation will be judged on the transformation strategies so we will begin to work in that area. Dining and Entertainment, Tourist and Tourism, and Retail will be the focus. The Board will break up into groups and then present at the next meeting. The Board discussed and then worked in small groups.

Mr. Smith made a motion to adjourn the meeting at 10:00 a.m.

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ROBERT HAMILTON  
Chair