

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

DECEMBER 19, 2014

The McKinney Downtown Business Re-Development Board of the City of McKinney, Texas met in special session at the McKinney Performing Arts Center, Encore Wire Room, 111 N. Tennessee Street, McKinney, Texas on December 19, 2014 at 8:30 a.m.

Chairwoman Jan Elwell called to order the special meeting of the McKinney Downtwon Business Re-Development Board at 8:54 a.m. after determining a quorum present. Board members present: Treasurer Jon Dell'Antonia, Chairwoman Jan Elwell, Vice-Chair Alex Lanio, Jolie Williams, Renee Funderburgh, Robert Hamilton.

Absent: Molly Brewer, Kaci Lyford, Edna Brown, Amber Gutschlag, Rebecca Drekmann.

Main Street Staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Main Street Executive Assistant Belinda Kennedy.

Guests: Mayor Pro-Tem Travis Ussery, Rodney Rhodes, and Rick Glew.

DISCUSSION ITEMS

14-1347 Discuss Upcoming Marketing Opportunity

Ms. Rosenthal informed the Board about a marketing opportunity for McKinney Main Street and asked for discussion and ideas. The opportunity was forwarded to Ms. Rosenthal from the City Communications and Marketing Department and is for a billboard on highway 75. The company has offered March and June for \$4500 per month and Main Street would also pay \$1176 one time fee for vinyl graphics. The Communications and Marketing department for the city would design the billboard. The Board discussed the pros and cons of the billboard and decided to research further to present at a later date for a vote. The Board wants to research the price and determine the value,

possibly make a lower offer than the \$4500, and perhaps make an offer for first right of refusal. Ms. Funderburgh suggested selling space on the board to downtown merchants and the board discussed. It was decided that was not possible and the billboard should promote downtown in general, shop, dine, etc. Ms. Rosenthal will get more information and present at a later date.

14-1348 Discuss Chamber Award Nominations

Ms. Rosenthal discussed the Chamber award nominations. The considerations currently are Ron and Aleve Wieland for their contributions to Oktoberfest and Pat Lobb Toyota for their support of downtown events, Tong Yang Group for new sponsorship. The board discussed the different types of possible nominations and decided a volunteer is best suited for the award. The Board members present chose Ron and Aleve Wieland and it will be presented to the Board in the next regular meeting on January 8, 2015.

Chairwoman Elwell adjourned the meeting at 9:16 a.m.

JAN ELWELL
Chair

McKINNEY MAIN STREET

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PAGE 3