

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JUNE 8, 2017

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 June 8, 2017 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:31 a.m. after determining a quorum present. Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton, and Courtney Ward.

Absent: Ric Anderson

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Aaron Werner, MPAC Marketing Coordinator Jakia Dudley-Faine, City of McKinney Special Events Coordinator Geoff Fairchild and MPAC/Main Street Executive Assistant Belinda Kennedy.

Guests: City of McKinney Councilman Travis Ussery.

17-562 City Liaison Reports

Councilman Ussery updated the Board on the progress with the 9-acre site. Construction is ongoing. He invited Board members to please join us for Serve McKinney tonight at Collin College and thanked the Board for their service.

17-563 Director's Report

Ms. Rosenthal thanked the Board for voting in the main street contest. We made it to the top 10 but we did not win. Ms. Rosenthal invited the Board to attend the Serve McKinney event, and reminded everyone that Boards and Commissions appointments are coming up and each person must reapply. Interviews will be in July and August. If you have a scheduling conflict with the interview process, please let the City Secretary know so that an alternate date can be considered. Ms.

Rosenthal updated the Board members on the Dash shuttle. It is up and running and NBC 5 news is doing a feature about the shuttle. Ridership is increasing every day. We expect daytime ridership to increase in the summer months and with the heat, riders are positive, everyone loves it. Explorer Club is coming up. Passport books will be distributed at Chick-fil-a's in McKinney. Explorer Club runs July 4 - August 14 and includes activities for kids to do at participating downtown businesses. Ms. Rosenthal thanked Jan Elwell for her work on the DowntownTX.org website. This website will be a great resource for properties available in the downtown district. Ms. Rosenthal updated the Board on the Santa House. We have sent a counter proposal to Volunteer McKinney and will update the Board when they respond. Ms. Rosenthal spoke about a visioning meeting that the Main Street and MPAC attended. One of the main topics was who our customer is and we need to focus on our primary customer which is any visitor to Downtown McKinney. Ms. Rosenthal wrapped up by thanking Councilman Ussery for his service and presented him with an engraved brick.

17-564 Minutes of the Main Street Board Meeting of May 11, 2017. Board members unanimously approved the motion by Board member Kacy Lyford, seconded by Board member Courtney Ward, to approve the Minutes of the Main Street Board meeting of May 11, 2017.

17-565 Consider/Discuss/Act on Financial Reports. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Edna Brown, to approve the financial reports.

17-566 Consider/Discuss/Act on Rainy Day Fund. Ms. Gutschlag updated the Board on the Rainy Day Fund and the Board discussed considerations to move a portion of the profit money from Arts in Bloom into the Rainy Day Fund. The Board discussed. Board members unanimously approved the

motion by Board member Kaci Lyford, seconded by Board member Robert Hamilton, to move \$2500 from the profit of Arts in Bloom to the Rainy Day Fund.

17-567 Discuss Subcommittee Assignments. Ms. Rosenthal discussed the need for sub-committees to assist planning for events. Manageable tasks should be assigned to the committee and each committee can have no more than four Board members. It was decided that an email would be sent out for Board Members to sign up and meetings will begin as soon as possible.

17-568 Discuss Grant Opportunities. Ms. Rosenthal informed the Board that Main Street had been identified as a possible recipient for a \$150,000 grant for specific downtown projects. Many ideas will be discussed with stakeholders and city officials. The deadline is July 7, 2017.

17-569 Discuss Past Events: Bike the Bricks. Ms. Rosenthal recapped Bike the Bricks 2017. We had a good turnout, approximately 11,000 to 12,000 people is the estimate. Going forward the payouts need to be reevaluated. We need to take a look at income potential with sponsorships, concessions etc.

17-570 Discuss Future Events: Hometown Parade.

Chairwoman Elwell adjourned the meeting at 10:31 a.m.

JAN ELWELL
Chair