

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

MARCH 9, 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 March 9, 2017 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:30 a.m. after determining a quorum was present.

Board members present: Jan Elwell, Kaci Lyford, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton, Ric Anderson, Courtney Ward.

Absent: Alex Lanio.

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

Guests: City of McKinney Councilman Travis Ussery.

17-252 City Liaison Report

Councilman Ussery updated the Board Members on the new parking garage just approved by City Council. Option number 3 was selected and will begin construction soon.

17-253 Director's Report

Ms. Rosenthal updated the Board on some ongoing projects. At the last meeting, Volunteer McKinney gave a recap of the Santa House operations. Main Street is exploring options to increase the time offered and what type of commissions Main Street could ask for. Ms. Rosenthal informed the Board that the MCDC grant was approved to purchase the Polaris Gem vehicle to use for a shuttle around downtown. Main Street has placed an order for the vehicle and it should be ready in 3-4 weeks. Main Street is working with a temporary staffing agency to hire a driver

and has gotten a quote for liability insurance. The need for an ADA vehicle is still being discussed with several options being investigated. Downtown merchants have requested the shuttle operate week days during the lunch hour in addition to weekends. More signage for parking and the shuttle is also in the works. The Board discussed. Mr. Werner discussed with the Board a best practice for Downtown that he is researching concerning wireless sound for the downtown area and the need to get a bid for this. The wireless sound system could be used on a daily basis for ambiance and for events to pipe in festival music. Mr. Anderson discussed Second Saturday with the Board, offering ideas to get more businesses involved and improve the draw to downtown, giving consideration to focus on all day events, not just evening events, to draw out of town visitors, encouraging businesses to offer a special deal all day, discounts, samples, etc. The Board discussed. Ms. Rosenthal suggested that a focus on Second Saturday be led by merchants that are experiencing success staying open and offering unique opportunities, Ms. Lyford agreed to speak at the next business monthly meeting to encourage other merchants. Ms. Ward asked if a sub-committee should be formed to explore Second Saturday promotion and work on merchant relations. The board discussed.

17-254 Minutes of the Main Street Board Meeting of February 9, 2017.

Board members unanimously approved the motion by Board member Edna Brown, seconded by Board member Amber Gutschlag, to approve the Minutes of the Main Street Board Meeting of February 9, 2017.

17-255 Consider/Discuss/Act on Financial Reports.

Ms. Gutschlag reviewed the financial reports for the Board, explaining the late expenses reported for Home for the Holidays and the accounts receivable that are reported. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to approve the Financial Reports.

17-256 Discuss Past Events: Krewe of Barkus

Mr. Fairchild recapped the Krewe of Barkus event for the Board. There was a record number of exhibitors at 55 total. Approximately a dozen dogs were adopted from the event and 250 dogs in the parade. The event was very successful with good media coverage and a great day overall. The Board discussed.

17-257 Discuss Upcoming Events: Arts in Bloom and Bike the Bricks

Mr. Fairchild updated the Board on the planning for Arts in Bloom, expanded to three days. There are close to 150 artists confirmed, 14 wineries represented, over 16 states and 45 Texas cities represented in the artist category. Volunteers are needed to help with set-up on Friday and also artist's breaks during the event. Major marketing for this event will include Dallas Morning News, KLUV, Trip Advisor and Community Impact newspaper. There will be a McKinney artist area that will not have a tent space but will have around 50 McKinney artists rotated during the event time and also a MISD student art area. An interactive kid's area will allow children to create their own unique art project. Ms. Rosenthal added that we have the option to purchase some spring decorations from Four Seasons decorations and the Board discussed some other options for decorations on the square, possibly asking the High Schools to create outdoor art.

Chairwoman Elwell adjourned the meeting at 10:07 a.m.

JAN ELWELL
Chair