

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

NOVEMBER 11, 2016

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 November 11, 2016 at 8:30 a.m.

Board members present: Jan Elwell, Alex Lanio, Jolie Williams, Amber Gutschlag, Kaci Lyford, Robert Hamilton, Courtney Ward and Ric Anderson. 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 was present.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Aaron Werner, and MPAC/Main Street Executive Assistant Belinda Kennedy.

Guests: City of McKinney Mayor Bryan Loughmiller, City of McKinney Mayor Pro Tem Randy Pogue, City of McKinney Marketing and Development Coordinator Michelle Feldker, City of McKinney Website Coordinator Susan Mardele, and Rick Glew.

16-1130 City Liaison Report

Mayor Pro Tem Pogue updated the Board on the airport master plan, which outlines an 18 month strategic plan for the growth and development of the airport. Discussions are underway to develop a restaurant row in McKinney to help attract corporate business. Currently companies are telling city leaders that McKinney lacks middle retail and restaurant offerings that their employees want close to work. Mayor Loughmiller spoke to the Board concerning the ongoing questions about the city/main street events. McKinney City Council has met and discussed the downtown events multiple times in the last year and has identified McKinney signature events that will be supported. Further discussion to cancel or change the events will not be entertained. The seven events identified by Council are Krewe of Barcus, Arts in Bloom,

Bike the Bricks, Red, White & Boom, Oktoberfest, Scare on the Square, and Home for the Holidays. Mayor Loughmiller stated that the events could be changed in the future if needed but for now these are the events supported by the Council.

16-1131 Director's Report

Ms. Rosenthal updated the Board on the Texas Downtown Association rewards and conference that had just taken place in Killeen, Texas. Councilman Don Day was chosen as the Downtowner of the Year for his contributions to downtown McKinney. The 2017 conference will be held in McKinney and Main Street produced a video to present at the conference this year so that attendees would be excited about coming here. On November 15 there will be a parking update meeting. Negotiations are moving in a good direction. Ms. Rosenthal informed the Board about the Sisters on the Fly event coming up on Saturday, November 12. They will park their vintage travel trailers on the green space and offer tours, and also MAST is having their tour the same weekend.

16-1132 Minutes of the Main Street Board Meeting of October 13, 2016. Board members unanimously approved the motion by Board member Kaci Lyford, seconded by Board member Jolie Williams, to approve the Minutes of the Main Street Board Meeting of October 13, 2016.

16-1133 Consider/Discuss/Act on Financial Reports. Ms. Gutschlag presented the financial reports to the Board. The Board discussed. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Edna Brown to approve the financial reports.

16-1134 Consider/Discuss/Act on New & Returning Board Member Information Packet. Ms. Rosenthal explained to the Board that she had discovered a McKinney Main Street Board packet that had not been updated or utilized in recent years. The packet contains a lot of useful information and has been updated to include the current by-laws but could stand to be edited

for this year. The packet contains an overview of the four point criteria for Main Street and covers Board Member accountability. This is a great resource for the Board members.

16-1135 Consider/Discuss/Act on Marketing Initiatives. Ms. Rosenthal handed out the new shoppers guide to the Board members. New photos, format and updated listings make the guide easier to read.

16-1136 Consider/Discuss/Act on Direction for McKinney Main Street Website. Ms. Feldker presented to the Board the options available to update the McKinney Main Street website under CivicPlus. The two options presented are Department header package or a Subsite. Ms. Feldker showed the Board what each option could look like to the consumer and presented a timeline and cost for each plan. The Board discussed. Board member Jolie Williams made a motion to select the department header package option. The motion was seconded by Board member Amber Gutschlag and passed with all members voting in favor.

16-1137 Consider/Discuss/Act on Merchant Relations. Chairwoman Elwell discussed the topic of merchant relations. Some merchants are not happy. Discussion followed on how we improve the Board communication and possibly creating a subcommittee to discuss this further. The Board discussed the low turnout at the business monthly meetings and other concerns. Chairwoman Elwell made a motion to table the topic to another meeting. The Board approved unanimously.

16-1138 Consider/Discuss/Act on Upcoming Events. Ms. Rosenthal discussed the upcoming Home for the Holidays event. The city is paying for a weather insurance policy for the event. The event will have rides, vendors, food, kid's activities, etc. Main Street hopes to help offset the cost of the rides with the sale of coupons for the activities. Main Street has a new Santa's workshop house that will be on the Square and is partnering with Volunteer McKinney for Santa photos. The Board discussed and would like to have the house open for more days in

December. Ms. Rosenthal will try to work with volunteer McKinney or others to have the house open.

- 16-1139** Consider/Discuss/Act on Strategic Planning. Ms. Rosenthal discussed the need to define the top priorities for Main Street for the next five years. The Board discussed and will form a subcommittee after the new year to develop a strategic plan and identify the top priorities for the next five years.

Chairwoman Elwell adjourned the meeting at 10:26 a.m.

JAN ELWELL
Chair

