

**McKinney Main Street**

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

**MARCH 12, 2020**

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 12, 2020 at 8:30a.m.

Chairman Hamilton 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: Robert Hamilton, Julie Williams, Kathryn Waite, Jim Smith, Jolie Williams, Taylor Phelan and Doug Willmarth.

Absent: Ric Anderson, Kaci Lyford, and Preston Schwalls

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 Mayor Pro Tem Rainey Rogers, City of McKinney Councilman Rick Franklin and City of McKinney Assistant City Manager Kim Flom.

**20-0235** Minutes of the Main Street Board Meeting of January 9, 2020

Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Kathryn Waite, to Approve and Refer the Minutes of the Main Street Board Meeting of January 9, 2020.

**20-0236** Minutes of the Main Street Board Meeting of February 12, 2020

Board members unanimously approved the motion by Board member Kathryn Waite, seconded by Board member Jolie Williams, to Approve and Refer the Minutes of the Main Street Board Meeting of February 12, 2020.

**20-0237** Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for discussion of the financial reports. Ms. Waite explained the issues with Capital One and the board discussed

moving the accounts to First United Bank.

Board members unanimously approved the motion by Board member Doug Willmarth, seconded by Board member Jim Smith, to close all accounts at Capital One bank and move to First United Bank.

Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Julie Williams, to approve the Financial Reports.

Chairman Hamilton opened discussion on current projects and issues. Ms. Rosenthal updated the Board on the Rooftop neon sign, the initial engineer plans were in question and approval is pending, hopefully by April 1. Arts in Bloom is April 17-19, we will be monitoring the current situation with Covid 19, we have artists traveling from all over the US and vendors that will need confirmation. Ms. Flom said that the city is monitoring the situation and emergency management is meeting daily to respond to issues. The Board discussed the event and put together a subcommittee to monitor and possibly make any decisions needed. Ms. Flom updated the Board on city meetings, daily meetings for Covid 19 response and council and city leaders will be moving forward with budget meetings and plans. Mayor Pro Tem Rogers talked about place making projects, plans have been discussed to create a park over/under Hwy 5, and this would involve TX-Dot and would be a project possibly in the next 4-5 years. The Board discussed.

**20-0238** Discuss Strategic Planning Initiatives

Chairman Hamilton called for discussion of the Strategic Planning Initiatives. Mr. Willmarth suggested that the Board analyze the 5 goals and prioritize the transition strategies. Ms. Rosenthal added that the Board can plug the transition strategies in with the 5 goals from the strategic plan. Chairman Hamilton discussed the strategic goals, who is coming here and who it not? We need creative ways to bridge the gap and connect with customers. The Board discussed. Mr. Phelan discussed that we need to refine the onboarding process for board members so that they have a clear idea of what to do, how they can contribute and define projects for board members. Mr. Willmarth suggested that the Board

members look at the mission and vision statement and this would lead to the avatar. Mr. Smith added that the mission and vision statements need to be rewritten. The Board discussed. Ms. Rosenthal said the mission and vision statements are from 2014 and need to be revamped, this is where we need to start. Ms. Hamilton suggested the first action item is to write new mission and vision statements. Mr. Willmarth will send out a definition of both and provide examples. Ms. Werner added that Board meetings are for action, the work of the organization happens between the meetings, not at the meetings. We need to form active sub-committees. Mr. Jones discussed the need to create action items for each committee and that Main Street needs to create a brand and define it. Chairman Hamilton asked everyone to come with a mission/vision statement to the next meeting and we will meet at 8 a.m. to allow more time to work on this.

ADJOURN

Vice-Chair Williams made a motion to adjourn at 9:55 a.m.

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Robert Hamilton  
Chair