

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

DECEMBER 13, 2018

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 December 13, 2018 at 8:30 a.m.

Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams, Kaci Lyford, Edna Brown, Ric Anderson, Doug Willmarth, Julie Williams, Jim Smith and Kathryn Waite.

Main Street staff present: Main Street Director Amy Rosenthal, City of McKinney Special Events Coordinator Andrew Jones, McKinney Main Street Program Coordinator Aaron Werner, and McKinney Performing Arts Center/Main Street Executive Assistant Belinda Kennedy. Guests: McKinney Mayor ProTem Tracy Rath, Jim Latino, and Mary Barnes-Tilley.

Chairman Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:34 a.m. after determining a quorum present.

18-1038 City Liaison Report

Chairman Hamilton called for the City Liaison Report. Mayor Pro Tem Tracy Rath updated the Board on the bond committee, the final meeting is January 9, 2019 and there are some big projects coming up for bond. There is a 2020 census group that will meet. Please join us at the Rotary Parade of Lights Thursday evening. There are big economic developments in the pipeline. The bond election would be in May, along with 3 council seats.

18-1039 Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal updated the Board on the following items: Main Street has had a great year, the Polish the Gem grant project is complete, the outdoor speaker

project is complete. Chestnut commons garage will open in January, signage is in the works, and google maps to help people find the garage and also lighting for the area. We have the NCAA championship football game on December 15, 2018 at the McKinney ISD stadium, please join Tupps Brewery for a fan party on December 14. The Rotary Parade of Lights will be Thursday, December 20, 2018, it was postponed due to weather, please join us. The Main Street 10 pt. criteria report is due December 21, 2018. At the January 8, 2019 business monthly meeting we will discuss the CDC program for retail infrastructure grants. Ms. Rosenthal thanked the Board for their support at Home for the Holidays. She handed out a Main Street Economic pamphlet and asked Mr. Willmarth to speak about the market analysis committee, the committee will meet in January and update the Board at the next opportunity. Ms. Rosenthal announced that Marc Willson will be coming to McKinney January 13-16, there will be one-on-one opportunities and also group presentations on growing and developing our downtown.

18-1040 Minutes of the Main Street Board Meeting of November 8, 2018

Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Jolie Williams, to Approved and Refer the Minutes of the Main Street Board Meeting of November 8, 2018.

18-1041 Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Julie Williams, seconded by Board member Edna Brown, to approve the financial reports.

18-1042 Consider/Discuss/Act on McKinney Main Street's Nomination for Community Awards Ceremony

Chairman Hamilton called for a discussion and nomination for the McKinney Chamber of Commerce community award. Ms. Rosenthal explained the award and the Board discussed. Board members unanimously approved the motion by Board member Kaci Lyford, seconded by Board member Jolie Williams, to nominate Integrity Custom

Homes as the Main Street Community Awards Recipient. The motion was seconded by Jolie Williams.

18-1043 Discuss Past Events: Home for the Holidays

Chairman Hamilton called for the discussion of past events. Mr. Jones recapped Home for the Holidays 2018. Attendance was good with good weather both Friday and Saturday, Sunday was windy so not as busy. Main Street received great feedback from downtown merchants, rides were profitable, and alcohol sales were good. The tree lighting was very well attended, advertising for the event included cinema, Pandora and Facebook. The challenges for the event were the snow machines, the shuttle and how to include outlying businesses. The Board discussed.

18-1044 Discuss Upcoming Events: Krewe of Barkus, Arts in Bloom

Chairman Hamilton called for a discussion of upcoming events. Mr. Jones explained the new plan for Krewe of Barkus, the parade will follow a new route in the hopes to include new downtown businesses. The Board discussed. Mr. Jones discussed plans for Arts in Bloom 2019, Main Street will have a large local artists tent near the Last Art Gallery, we will have fewer individual artists spaces, we will have the Texas wine tent and other alcohol sales. The Board discussed. Ms. Rosenthal discussed Bike the Bricks 2019 and the potential for a new route, a meeting is scheduled for the historic home owners group to discuss the changes. Ms. Rosenthal also updated the Board on a request for a grant from MCDC to promote the cultural district and various activities in the district. The Board discussed.

Ms. Williams made a motion to adjourn the meeting at 9:37 a.m.

Robert Hamilton
Chair