

**McKinney Main Street**

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

**SEPTEMBER 12, 2019**

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 September 12, 2019 at 8:30 a.m.

Chairman Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:32 a.m. after determining a quorum present.

Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams, Edna Brown, Ric Anderson, Doug Willmarth, Kaci Lyford and Jim Smith. Absent: Julie Williams 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, McKinney Performing Arts Center Marketing Coordinator Jakia Brunell and McKinney Main Street Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilman Rick Franklin, City of McKinney Assistant City Manager Barry Shelton, Mary Barnes-Tilley and Chase Schwalls.

**19-0749** City Liaison Report

Chairman Hamilton called for the City Liaison Report. Mr. Shelton updated the Board on the dedication of the Unity Statue in Mitchell Park, the ceremony will be Saturday at 11:30 please come and see the new exhibit. Public input about the Louisiana Street infrastructure project is ongoing, meetings with downtown property owners are planned to gather input. The design will be from the engineer plan and will be scheduled with the merchants to work around merchant needs and events. The City Budget meetings are occurring and the adoption of the new budget will have a lower tax rate, down one full cent.

**19-0750** Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal updated the Board on the Downtown Valet service. 3800 vehicles were valet parked during the summer trial period, Main Street surveyed the customers that used the service and 90% rated it excellent and 75% of the merchants who completed the service wanted to continue valet. For the future, valet will be open to all customers, it will be on Louisiana by the Grand Hotel and cost will be \$7 per car. The Board discussed. Ms. Rosenthal updated the Board on the Neon Sign project for downtown. The grant funding was approved by TCA and also by the McKinney Community Economic Development Corporation and the goal is to have the pole sign on Louisiana by November 25. The Board discussed. Ms. Rosenthal discussed downtown lighting and improvements the city will be making based on input. The Board discussed. Ms. Rosenthal discussed a new option for event tickets, a service called Magic Money. Several Main Street staff observed the service, which is a digital ticket system in action at the North Texas Fair and Rodeo, this system has many positive aspects and Main Street will be researching the product further, it could replace tickets and decrease expenses for events such as Oktoberfest, Home for the Holidays and Arts in Bloom. The Board discussed. Ms. Rosenthal asked Mr. Anderson to explain the Chocolate Walk, customers would visit stores downtown to sample chocolates, could be an opportunity with Valentine's Day and involve local wineries. The Board discussed. Ms. Rosenthal reminded the Board members about upcoming important dates, Open Gov training on September 18, the Artists and Chefs screening at MPAC on Sunday and Gina Chavez concert at Davis at the Square on September 15.

**19-0751** Minutes of the Main Street Board Meeting of August 8, 2019

Chairman Hamilton called for a review of the Minutes of the August 8, 2019 meeting. Board members unanimously approved the motion by Board member Jolie

Williams, seconded by Board member Jim Smith, to approve and refer the minutes of the August meeting.

**19-0752** Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for a discussion of the financial reports. Board members unanimously approved the motion by Board member Edna Brown, seconded by Board member Kaci Lyford, to approve the financial reports.

**19-0753** Discuss Transformation Strategies and KPI's

Ms. Rosenthal began with an explanation of Key Performance Indicators and the Main Street concept of transformation strategies. The Main Street criteria for accreditation will be changing from the 10 point criteria report that we currently prepare and are rated on to maintain our Main Street designation. The Board reviewed the transformation strategies and discussed McKinney Main Streets current positives and negatives. The transformation strategy will help Main Street focus for the future. The Board discussed. Ms. Rosenthal explained that next month the Board will work in teams to finalize the transformation strategies that Main Street will focus on.

**19-0754** Discuss Upcoming Events: Oktoberfest

Chairman Hamilton called for an update on Oktoberfest. Mr. Jones explained to the Board about the new staggered load in, starting on Thursday which will allow for an early opening on Friday. We have happy hour from 12 – 4:30 so hopefully people will come early. Over 10,000 have registered for the trip to Munich give-away and still going. We had an ad in the Dallas Morning News with the wrapped weekend guide, we have ads at the movie theaters and lots of social media presence. We did purchase rain insurance, we have a few fewer food vendors and some new food offering, great entertainment planned, it should be a great event. The Board discussed.

**CITIZEN COMMENTS**

No Citizen comments at this time.

Mr. Smith made a motion to adjourn the meeting at 10:03am.

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Robert Hamilton  
Chair