

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JANUARY 12, 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 January 12, 2017 at 8:30 a.m.

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

Absent: Jolie Williams

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:36 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, MPAC Marketing Coordinator Jakia Dudley-Faine, Special Events Coordinator Geoff Fairchild, and MPAC/Main Street Executive Assistant Belinda Kennedy.

Guests: City of McKinney Mayor Pro Tem Randy Pogue, City of McKinney Assistant City Manager Barry Shelton, City of McKinney Senior Financial Analyst Trevor Minyard, City of McKinney Director of Strategic Services Chandler Merritt, Coryanne Etienne and Randy Williams.

17-022 Minutes of the Main Street Board Meeting of December 8, 2016

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Amber Gutschlag, to approve the Minutes of the Main Street Board Meeting of December 8, 2016.

17-023 Consider/Discuss/Act on Financial Reports

Ms. Gutschlag discussed the financial reports presented to the Board, highlighting the purchase of the Santa House and the picnic tables, items that will be used for years to come. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by

Board member Alex Lanio, to approve the financial reports.

17-024 Consider/Discuss/Act on Reserve Funds to be Allocated to a Savings Account and Terms. Ms. Gutschlag discussed with the Board the status of the Main Street bank balances and discussed several reasons to move money to the rainy day fund. The board discussed ideas and suggestions for amounts and the need to prepare for unforeseen events that could affect event revenue. The rainy day fund goal was discussed with the cost for Oktoberfest agreed as the goal. The Board discussed and then Ms. Gutschlag asked for a motion. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Kaci Lyford, to move \$7500 to the designated rainy day savings fund.

17-025 Strategic Planning and Goals Retreat
Mr. Randy Williams led the Board Members, staff and guests through a process to determine the strategic goals for the Main Street Board. Utilizing discussion and exercises, the Board worked together to determine the focus and goals of the McKinney Main Street Board and determine a list of strategic goals.

The meeting adjourned at 12:14 p.m.

JAN ELWELL
Chair