

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

OCTOBER 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 October 12, 2017 at 8:30 a.m.

McKinney Main Street Director Amy Rosenthal called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:40 a.m. Board members present: Jan Elwell, Alex Lanio, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton, Ric Anderson, Courtney Ward and Kaci Lyford.

Absent: Doug Willmarth.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Director Aaron Werner and City of McKinney Special Events Coordinator Geoff Fairchild.

Guests: City of McKinney City Secretary Sandy Hart, Rick Glew, Sona Knox and Noriko DeWitt.

17-987 Oaths of Office

City of McKinney City Secretary Sandy Hart gave the Oath of Office to all board members, new and returning.

17-988 Election of Officers

Mr. Hamilton made a motion to nominate Mr. Alex Lanio as Chairman of the McKinney Main Street Board. The motion was seconded by Mr. Anderson and all members voted in favor to elect Mr. Lanio as Board Chairman. Ms. Gutschlag made a motion to nominate Ms. Jolie Williams as Vice-Chair of the McKinney Main Street Board, seconded by Mr. Hamilton. All members voted in favor to elect Ms. Williams as Vice-Chair. Ms. Williams made a motion to nominate Ms. Amber Gutschlag as Treasurer of the McKinney Main Street Board, seconded by Mr. Hamilton. All members voted in favor of Ms. Gutschlag as Treasurer.

17-989 Minutes of the Main Street Board Meeting of September 14, 2017

Ms. Gutschlag made a motion to approve the Minutes of the Main Street Board Meeting of September 14, 2017, seconded by Ms. Williams, all members voted to approve the minutes.

Citizen Noriko DeWitt spoke to the Board members about Arts in Bloom. She participated in the event as a local artist and felt it was a successful event. She expressed that some local artists are doing this as a hobby. She did not feel like local artists must live in McKinney and she is concerned that local artists will not be able to participate. Citizen Sona Knox spoke to the Board members about Arts in Bloom. She has participated since the beginning and prefers the old set-up. She participates in major shows in other cities and does not like the three day format for the festival.

17-990 Consider/Discuss/Act on Arts in Bloom Rates and Participation Fees 2018. The Board moved from listening to the citizen comments to discussing Arts in Bloom rates and participation fees. Mr. Hamilton asked how much it costs to participate in other arts festivals with similar requirements, not arts and craft type festivals but more world class artists. The Board discussed. Another discussion centered on consistency for fees and discounts offered to local merchants/artists. We have local merchants participating and paying the booth fees and that is not consistent with the artists. Ms. Ward discussed that we have to adjust things at all events as they grow. Mr. Anderson spoke about participants who are not required to pay are not invested in the event and do not participate to the fullest extent. The Board discussed. Ms. Rosenthal recapped the event: 150 spaces on the square proper is food, wine, stage and co-op tents, with 24 of the 150 reserved for McKinney artists. The Board discussed but did not come to a conclusion or entertain a motion to adopt rates or fees. This item is tabled indefinitely.

17-991 City Liaison Report

City of McKinney Councilwoman Tracy Rath updated the Board on new

city business. Paccar had its ground breaking and is starting construction for their new facility.

17-992 Director's Report

Ms. Rosenthal encouraged the Board members to continue voting for McKinney in the Vote your Main Street grant contest in hopes of winning \$150,000 to help Polish the Gem of downtown McKinney. Grant funds will be used to help restore/repair the exterior of MPAC. The Texas Downtown Conference is coming up. Main Street would like to sponsor a few people from the Board to attend the new manager training. Ms. Rosenthal discussed with the Board the conflict for the next Board meeting with the TDA conference and would like to move the meeting up to November 6th to accommodate. State of the City is also coming up on November 2nd.

17-993 Subcommittee Reports

Ms. Rosenthal suggested new subcommittees be formed for Infrastructure Improvements, Bike the Bricks and Arts in Bloom. The Board discussed.

17-994 Discuss Upcoming Events: Scare on the Square and Home for the Holidays. This item was not discussed due to time restraints.

17-995 Consider/Discuss/Act on Financial Reports. Mr. Hamilton made a motion to approve the financial reports, all members voted in favor.

17-996 Consider/Discuss/Act on Adding Funds to the Rainy Day Fund from Oktoberfest Event. This item was tabled to the next meeting due to time restraints.

Mr. Lanio adjourned the meeting at 10:49 a.m.

ALEX LANIO
Chair