

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

**NOVEMBER 13, 2014**

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 November 13, 2014 at 8:30 a.m.

Chairwoman Jan Elwell 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: Treasurer Jon Dell'Antonia, Molly Brewer, Chairwoman Jan Elwell, Kaci Lyford, Vice-chairman Alex Lanio, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton.

Absent: Jodi Ann LaFreniere, Renee Funderburgh

Main Street Staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Main Street Program Coordinator Michelle Hancock, McKinney Main Street Executive Assistant Belinda Kennedy and McKinney Performing Arts Center Marketing Development Specialist Aaron Werner.

Guests: Barry Shelton, Coco Good and Mayor Pro-Tem Travis Ussery.

**14-1156** Minutes of the Main Street Board Meeting of October 9, 2014

The Board unanimously approved the motion by Amber Gutschlag, seconded by Jon Dell'Antonia to approve the minutes of October 9, 2014.

**DISCUSSION ITEMS**

**14-1157** Discuss Prior Event Recap - Scare on the Square

Ms. Rosenthal updated the Board on the success of Scare on the Square, highlighting more promotions for this year, estimated attendance of 5500 and continued sponsorship from McKinney Medical Center.

**14-1158** Upcoming Events Report - Home for the Holidays

Ms. Rosenthal recapped the financial commitments for Home for the Holidays, Fed Ex Office has committed to a \$15,000 sponsorship and will also pay for new banners for lamp posts at a cost of approximately \$5400. The new banners will allow for new placement around the city. Baylor Medical Center will be a sponsor and has plans for a flash mob during the festival. Activities for Home for the Holidays will include a ferris wheel, carousel, snow hill, ice skating and carriage rides at a cost of \$3 each. The board discussed adding the option of a wristband for all the activities, main street staff will investigate this option. Ms. Rosenthal discussed the expenses for Home for the Holidays and the board reviewed the budget and projected expenses and revenue. Ms. Rosenthal discussed the new decorations purchased for this year, garland and new red bows for the courthouse wreaths and lampposts. Ms. Rosenthal also talked about entertainment, Main Street is hosting 2 free concerts featuring Emerald City Band and Limelight. Ms. Rosenthal asked the board to discuss and decide about purchasing weather insurance. A policy for Friday and Saturday with \$50,000 coverage for each day has a cost of \$7700. The Board discussed and voted to purchase the policy. Ms. Rosenthal explained the Fed Ex Office participation to include the Fed Ex mobile shipping center and also American Express offering free gift wrap for small business Saturday.

**14-1159** Review Financial Reports

Treasurer Dell'Antonia discussed the financial reports with the Board. He discussed changes to revenue for this year, charging fees for activities will help cover costs. He asked for main street staff to include year to date reports at the next meeting. The Board unanimously approved the financial reports.

**14-1160** Chair Report

Chair-woman Elwell told the Board about she and Ms. Rosenthal visiting

the Plano Historic Association to discuss their PID. A PID is voted on by property owners and the tax can be used for improvements, security, events, streets, etc. Mr. Shelton added that Plano merchants and business owners voted for the PID and that McKinney could do the same but it has to be proposed by the taxpayer.

**14-1161** Director's Report

Ms. Rosenthal informed the board about the Monday night work session for the McKinney City Council, she is speaking about downtown events. All are welcome to attend. Mr. Ussery added that discussions about street closing guidelines and rules may come up and the need for more specific guidelines and rules.

Ms. Rosenthal summarized the conference that she and Michelle Hancock attended in Granbury, lots of good ideas for Downtown.

**14-1162** City Liaison Report

Mr. Shelton discussed that the city has an ordinance in the works to allow Food Trucks in McKinney. He also discussed the parking structure, plans moving forward, target date is as soon as possible.

Ms. Good highlighted State of the City meeting success and #1 place to live cards available. She highlighted promotions for Home for the Holidays to include December Texas Monthly.

Mayor Pro-Tem Ussery spoke about the need for an event ordinance and a structure for evaluating city events.

Chair-woman Elwell adjourned the meeting at 9:59 a.m.

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JAN ELWELL  
Chair

McKINNEY MAIN STREET

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