

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

DECEMBER 14, 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 December 14, 2017 at 8:30 a.m.

Chairman Alex Lanio called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:30 a.m. Board members present: Alex Lanio, Edna Brown, Amber Gutschlag, Robert Hamilton, Ric Anderson, Courtney Ward, Jolie Williams and Kaci Lyford.

Absent: Doug Willmarth.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Director Aaron Werner, City of McKinney Special Events Coordinator Geoff Fairchild, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilwoman Tracy Rath and Michelle Gamble.

17-1201 City Liaison Report

Councilwoman Rath updated the Board on several city projects. The new airport FBO building is a public/private partnership, new plans for Southgate are starting to be distributed, Davis at the Square is progressing along and the parking garage is back on track. The location at Chestnut commons with no road closures planned is moving forward.

17-1202 Director's Report

Ms. Rosenthal began by introducing the new MCDC liaison for McKinney Main Street, Michelle Gamble. Ms. Rosenthal thanked Ms. Gamble for serving with Main Street. Ms. Rosenthal also thanked all the Board members for their work and dedication to Main Street. In 2017 we hosted the Texas Downtown Association state conference, had record

attendance at our events and we have 30,000 followers on social media. We began a new slogan, Historic Good Times and helped secure a grant to polish the outside of the McKinney Performing Arts Center and started the Dash downtown shuttle which won an award at TDA. So looking ahead, Ms. Rosenthal asked what the Board wants to accomplish in 2018. Ms. Rosenthal would like to propose a strategic session for the January meeting but needs to move the meeting due to City of McKinney commitments. The Board discussed and settled on January 17, 2018 from 8:30 am-11 am. Ms. Rosenthal will confirm based on availability for a visioning guide. Ms. Rosenthal continued by thanking Chairman Lanio for helping order the snowflakes and wreaths for the light poles and Ms. Lyford for her help with the tree and Santa house. Ms. Rosenthal thanked Mr. Anderson and Ms. Williams for attending the TDA conference and also Ms. Brown. Ms. Rosenthal thanked Ms. Gutschlag for continuing to monitor the financials and Mr. Hamilton for moving the Santa House and play house to the square after the festival. Lastly, Ms. Rosenthal thanked Ms. Ward for her help in working with the merchants and her support at the downtown business monthly meeting.

17-1203 Minutes of the Main Street Board Meeting of November 6, 2017

Board members unanimously approved the motion by Board member Amber Gutschlag, seconded by Board member Robert Hamilton, to approve the Minutes of the Main Street Board Meeting of November 6, 2017.

17-1204 Consider/Discuss/Act on Financial Reports

Ms. Gutschlag summarized the financial reports for the Board. Main Street is in good shape financially. There are still some bills coming in from Home for the Holidays so that is not a final number. The city asked that we add depreciation for Dash and the Santa House which we did. Board members unanimously approved the motion by Board member Edna Brown, seconded by Board member Jolie Williams, to approve the financial reports.

17-1205 Consider/Discuss/Act on Consistent Coupon Practices for Downtown Festivals. Mr. Lanio opened this discussion with the concern that we are getting push back on when coupons are accepted. We currently use coupons for several events but not consistently at each. Should we consider adopting a policy that is consistent across all events? The Board discussed. Main Street should research the legalities of coupons. Ms. Gutschlag will research expiration dates. Mr. Hamilton asked if Main Street should consider RFID, a system that uses wristbands. The Board discussed. Concerns with RFID are cost and the fact that the company gets the money first, not Main Street. Ms. Ward asked if we could take cash at events as opposed to coupons. The Board discussed. This option brings up security and is not manageable with current staff. Ms. Gutschlag asked if we could charge higher vendor fees and not take a commission from vendors. The Board discussed.

17-1206 Consider/Discuss/Act on Alcohol Sponsorships for McKinney Main Street Events. Ms. Rosenthal began this discussion by asking the Board to be respectful of information shared in the meeting and reminded the Board members to please be discreet and always keep what is in the best interest of McKinney Main Street as their focus. Ms. Rosenthal explained that she and Chairman Lanio had met with representatives from Franconia and they want to increase marketing and sponsorships for Main Street events. Tupps has also approached Main Street about Bike the Bricks and has just signed to distribute with Ben E. Keith. Ms. Rosenthal discussed with the Board the current sponsorships. We have Deep Ellum Brewing Company that has been the sponsor for Bike the Bricks and wants to sponsor again. The Board discussed current sponsorships and policies concerning first right of refusal for events. Requests have been made to have alcohol at Home for the Holidays next year so we have that event to explore new sponsorship opportunities. The Board discussed.

17-1207 Discuss Home for the Holidays 2017 Recap. Ms. Rosenthal began the discussion for Home for the Holidays by discussing the ways that we can compete with other area Holiday events. There were several other tree lightings at the same time. The way to attract people is with decorations, Santa, events and activities. Ms. Rosenthal handed out the results of the survey from downtown merchants. The Board discussed. On the survey are several requests for alcohol to be served. The Board discussed and will move forward with exploring this idea.

17-1208 Discuss Arts in Bloom 2018 Update. Plans for Arts in Bloom 2018 are moving right along. We have 76 artists paid and another 40 that have accepted but have not paid yet. Concerns with the event currently are the local artists are not happy with the location of their tent even after meeting and agreeing. They do not want to be off the square. The Board discussed and decided at the rate they are paying the tent cannot be moved. Ms. Rosenthal discussed the importance of the local artists.

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

ALEX LANIO
Chair