

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

FEBRUARY 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 February 13, 2014 at 8:00 a.m.

Chairwoman Jan Temples called to order the meeting of the McKinney Downtown Re-Development Board at 8:04 a.m. after determining a quorum present. Board members present: Treasurer Jon Dell'Antonia, Molly Brewer, Jan Elwell, Chairwoman Jan Temples, Bonnie Shafto, Jodi Ann LaFreniere-Ray, Vice-Chair Karen Dawkins, Renee Funderburgh, Barry Shelton, new board members: Kaci Lyford, Alex Lanio, and Jolie Williams. Absent: CoCo Good

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.

Guests: City of McKinney City Manager Jason Gray, City Council Mayor Pro-Tem Travis Ussery, City Councilman Randy Pogue, City of McKinney City Secretary Sandy Hart and MPAC Marketing Coordinator Travis Hill.

14-138 Oaths of Office

City Secretary Sandy Hart administered the oaths of office to new board members Kaci Lyford, Alex Lanio and Jolie Williams.

14-139 New Members and Staff Introductions

Chairwoman Jan Temples introduced Main Street staff members Amy Rosenthal, Michelle Hancock and Belinda Kennedy. Each staff member gave a brief summary of their background and education. Ms. Rosenthal also introduced the new MPAC Marketing Coordinator Travis Hill. Mr. Hill gave a brief summary of his background and education and will join the staff on February 24, 2014.

14-140 Minutes of the Main Street Board Meeting of December 12, 2013

The Board unanimously approved the motion by Jan Elwell, seconded by Karen Dawkins to approve the minutes of December 12, 2013.

14-141 Discuss Upcoming Events and Activities

Ms. Rosenthal welcomed the board members and highlighted that McKinney is celebrating its 10th year as a Main Street City. Ms. Rosenthal then gave the board an update on upcoming events, including the Chamber Awards Ceremony and Krewe of Barkus. McKinney Velo was chosen to receive an award, this was well received by the board. Ms. Temples addressed the board concerning a farewell event for Ty Lake, the former Main Street Director. Mr. Dell'Antonia discussed the Main Street financials, citing a need for better event reporting, sponsorship commitment tracking and adopting a write-off policy for past due receivables. The board decided to address these issues at the committee level in the next board meeting. Ms. Rosenthal then addressed the need for more specific event goals and the board discussed insurance needs for events and also passed this on to the committee level.

14-142 Discuss 2014 Work Plans and Goals

Ms. Rosenthal began the discussion for the 2014 Work Plans and Goals by reviewing the Board and Staff objectives and by introducing a brief history for McKinney Main Street. Ms. Rosenthal also gave a brief operations overview that included city funding, city staff and additional support and the private side financial process.

Ms. Rosenthal continued by discussing the purpose of the McKinney Main Street Board, highlighting the current membership, and discussing the implementation of a Board Accountability Agreement going forward.

The board discussed.

Ms. Rosenthal then led the board through the National Main Street Four Point Approach. Each of the four points: Promotion, Organization, Design and Economic Development were discussed in detail by the board. Ms.

Rosenthal outlined that the board would focus on the four points to attain the goals of McKinney Main Street and that committees would be formed for each point. Ms. Rosenthal asked each member of the board to choose which committee they would prefer to work on or that she would assign each member to a committee. At the next meeting, after general business has been covered, the board will meet in committee groups to discuss goals and objectives for the coming year.

Chairwoman Temples thanked the City Manager and Council Members for attending, and thanked the Board Members for the additional time at the meeting.

Chairwoman Temples adjourned the meeting at 9:56 a.m.

JOHNNY GALYEAN
Chair

