

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

FEBRUARY 9, 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 February 9, 2017 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: Jan Elwell, Alex Lanio, Jolie Williams, Amber Gutschlag, Kaci Lyford, Robert Hamilton, Edna Brown and Courtney Ward.

Absent: Ric Anderson

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Aaron Werner, MPAC Marketing Coordinator Jakia Dudley-Faine, McKinney Special Events Coordinator Geoff Fairchild and MPAC/Main Street Executive Assistant Belinda Kennedy.

Guests: City of McKinney Assistant City Manager Barry Shelton, Rick Glew, Dana Riley and Deanna Kuykendall.

17-157 City Liaison Report

Mr. Shelton updated the Board on the development and parking issues downtown. The City has taken immediate action by moving employee parking out to further lots and is also currently working on paving two additional lots. As soon as agreements are signed, this will add 80 spaces in one location and 78 in another. The City has been discussing long term solutions for the downtown parking shortage which include a new city hall and adjoining garage. Mr. Shelton updated the Board on developments in Collin County, stating that the city and county need more highway access. The plans for Hardin and 380 are moving forward and the City is not considering widening Eldorado and Ridge at this time.

17-158 Director's Update

Ms. Rosenthal reviewed the results of the strategic planning meeting from last month. The three issues identified were marketing, merchant relations and infrastructure. More will be presented on those topics in the future. Ms. Rosenthal reminded the Board about the Chamber awards, inviting Board members to attend at the Main Street sponsored table. DowntownTX.Org is launching a new website with a platform to list properties available in Historic downtowns. McKinney information should be up in May, 2017. There is a meeting Thursday, February 16 at 9 a.m. at MPAC where they will present the website and information about Downtowntx.org and all board members are invited to attend. Ms. Rosenthal updated the Board on the new website for downtown. The content and new look should be up in April. Ms. Rosenthal informed the Board about a meeting with Andrew Jones from Fair and Square. He is interested in a co-op type marketing plan for downtown. Participants would choose to participate by paying a fee, most likely quarterly, and the funds would be used to bring people to downtown via social media outlets. Ms. Rosenthal then updated the Board on the MCDC tent project. MCDC has assigned a subcommittee to research a shade structure for downtown, a 50' x 110' structure that could accommodate 700 people. Concerns about set-up time, safety and cost are being researched. The Board discussed.

Ms. Elwell discussed the impact of special events, citing an economic impact survey completed in Ocean City that determined a special event had a \$14 million impact. The Board discussed the topic of economic surveys and the impact of events on downtown.

17-159 Volunteer McKinney - Santa on the Square Report

Ms. Riley and Ms. Kuykendall from Volunteer McKinney recapped for the Board the Santa on the Square events that took place in December. Volunteer McKinney was very pleased with the event. They were booked

solid for the Santa photos, five minute appointments for Friday afternoon/evening and all day Saturday. Volunteer McKinney had five board members that worked the event to help maintain the appointments and assist guests. They charged \$29.95 for two 4x6 photos or add \$10 for all the photos on a flash drive. Volunteer McKinney stated that this was a very successful fundraiser for their organization and they would like to discuss increasing the number of days that Santa is available for photos. The Board discussed the success of Santa on the Square and costs associated with the tiny house that was used for the photos.

17-160 Minutes of the Main Street Board Meeting of January 12, 2017

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Edna Brown, to approve the Minutes of the Main Street Board Meeting of January 12, 2017.

17-161 Consider/Discuss/Act on Financial Reports

Ms. Gutschlag summarized the financial reports for the Board, highlighting the creation of the Rainy Day fund approved in the last meeting and that the Santa House was moved to be reported as an asset. The Board discussed the Santa House and concerns with utilizing the house to make money for Main Street. Ms. Elwell suggested that a sub-committee be formed to consider the ways to utilize the Santa house. Board members unanimously approved the motion by Board member Kaci Lyford, seconded by Board member Robert Hamilton, to approve the Financial Reports.

17-162 Consider/Discuss/Act on McKinney Gem - Electric Shuttle Concept

Ms. Rosenthal discussed with the Board the concerns about downtown parking. With the start of the construction on the 9-acre site, downtown has lot 300 spaces. Ms. Rosenthal played a Channel 5 news story that talked about the shortage of parking in downtown. In an effort to help alleviate some of the parking issues, Ms. Rosenthal has researched a shuttle car called a Gem and presented the concept to MDCD in hopes of

securing funding to purchase the car. Ms. Rosenthal has also secured several commitments from local businesses to help sponsor the cost of operating the shuttle. The vehicle will cost about \$25,000 and operating expenses are estimated at \$30,000 per year, for one shuttle. Concerns and issues that have come up during research are the need for more than one shuttle, needing a shuttle that is ADA compliant, and how to pay the driver. The Board discussed the pros and cons. The Board discussed the ways that Main Street can possibly help with the immediate parking concern and decided that this could make a positive impact. Board member Robert Hamilton made a motion to move forward with the acquiring and operating the Gem Shuttle. The motion was seconded by Courtney Ward and passed unanimously.

17-163 Discuss Home for the Holidays 2016 Review

17-164 Discuss Upcoming Events - Krewe of Barkus & Arts in Bloom

Due to the length of the meeting, the two discussion items were not addressed at this meeting.

Chairwoman Elwell adjourned the meeting at 10:32 a.m.

JAN ELWELL
Chair