

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JANUARY 14, 2021

The McKinney Downtown Business Re-Development Board of the City of McKinney, Texas met in regular session at the McKinney Performing Arts Center, Noble Hall, 111 N. Tennessee Street, McKinney, Texas on Thursday, January 14, 2021 at 8:30 a.m.

McKinney Main Street Chairman Robert Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:34 a.m. after determining a quorum present. Board members present Robert Hamilton, Julie Williams (via Zoom), Kathryn Waite (via Zoom), Ric Anderson, Preston Schwalls, Jolie Williams (via Zoom), Doug Willmarth, Taylor Phelan (via Zoom), Kyle Branch and Chris Wilkes (via Zoom),

Absent: None

Main Street staff present McKinney Main Street Director Amy Rosenthal, City of McKinney Special Event Coordinator Andrew Jones and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Mayor Pro Tem Rainey Rogers, Councilman Rick Franklin, Assistant City Manager Kim Flom and Kathryn McGill (via Zoom).

21-0004 City Liaison Report

Chairman Hamilton called for the City Liaison Report. Councilman Franklin updated the Board members on the progress for the Byron Nelson Golf Tournament, sales for suites are going very well, only 8 suites left with many Collin County businesses participating. Ms. Flom also updated the Board members on Covid 19. The city may be receiving additional funding, this round will be mostly for housing assistance. The City of McKinney is working with Collin County on vaccinations sites and administration. City Council has a strategic work session on February 5, 2021. Ms. Flom explained the progress being made for the East side city hall project. There will be a communication team to work with residents of the area and keep them informed. There is a wayfinding master plan

in progress with \$300,000 plan from CIP funding to create consistent signage all over the city. Ms. McGill provided an update on MCDC projects and grant funding. In the December meeting the board revisited grant requests and will take action at the January 28th meeting. Major projects for Downtown McKinney are coming up.

21-0005 Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal went over the sales tax numbers that we have; November and December are not in yet. The Parklets are installed at Hugs and CT Provisions. Guy Giersch is retiring and there is an Open House reception for him on January 28 here at MPAC. At our next Board meeting we will have a presentation from Visit McKinney. The Board reviewed and discussed the Facebook reports.

21-0006 Minutes of the Main Street Board Meeting of December 10, 2020.

Board members unanimously approved the motion by Board member Ric Anderson, seconded by Board member Preston Schwalls, to Approve and Refer the Minutes of the Main Street Board Meeting of December 10, 2020.

21-0007 Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Kyle Branch, seconded by Board member Ric Anderson, to Approve 21-0007 the Financial Reports.

21-0008 Consider/Discuss/Act on Chamber Partner of the Year Award Recipients.

Chairman Hamilton called for a discussion on the Chamber Partner of the Year award. The Board discussed past recipients and possible nominations for this year. The Board decided to table this item until the next meeting.

21-0009 Discuss Strategic Goals for 2021.

Chairman Hamilton called for a discussion of the Strategic goals. The Board reviewed the goals for 2020. Due to Covid, not much action was achievable on the 2020 goals so it was decided to narrow the focus for 2021 from the goals for 2020 and each board member will submit what they would like to focus on, also updates will be made at each meeting with more specific goals.

21-0010 Discuss 2021 Calendar of Events.

The Board reviewed the 2021 Calendar.

21-0011 Discuss Upcoming Cultural District Project

Chairman Hamilton called for discussion of possible upcoming cultural district projects. Ms. Rosenthal discussed the cultural district and projects and funds available through grants. She introduced the artist Guido van Helten, an Australian born artist that creates art on silos. This would be an incredible project for the silos on the east side of town near the new city hall complex. This would be a huge project that would involve the city, Main Street, grants and fundraising but would have a big impact on the public art in the downtown area. The Board discussed.

Mr. Schwalls made a motion to adjourn the meeting at 9:57 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the Main Street Board on: _____

ROBERT HAMILTON
Chairman

KATHRYN WAITE
Secretary / Treasurer