

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

NOVEMBER 15, 2012

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 14 at 8:30 a.m.

CALL TO ORDER

Chairwoman Jan Temples called the meeting to order of the McKinney Downtown Re-Development Board at 8:31 a.m. after determining a quorum present.

Board members present: Jan Elwell, Barry Shelton, Treasurer Jon Dell'Antonia, Renee Funderburgh, Molly Brewer, Vice-Chair Karen Dawkins, Angie Bado, CoCo Good, Bonnie Shafto and Chairwoman Jan Temples.

Board members absent: Karen Klassen and Johnny Galyean.

Board staff present: McKinney Main Street Program Director Ty Lake and McKinney Main Street Program Coordinator Merry Caroline Canter.

Guest(s): Mayor Pro Tem Travis Ussery, McKinney Conventions and Visitors Bureau representative Beth Shumate and Downtown business owner, Randy Abshier of Loco Cowpoke Salsa Shop.

CONSENT ITEMS

The Board unanimously approved the motion made by Treasurer Dell'Antonia, seconded by Ms. Brewer, the following consent item.

12-1014 Minutes of the McKinney Main Street Board meeting of October 11, 2012

DISCUSSION ITEMS

12-1015 Chairwoman / Vice-Chair Report - Business Spotlight Update - Loco Cowpoke - Deck the Halls Fundraising Event Recap - Board Captain Update

Chairwoman Temples welcomed Ms. Angie Bado to the McKinney Main Street Board. Chairwoman Temples stated that we are excited that she

is the new McKinney Conventions & Visitors Bureau Liaison to the Main Street Board and we are excited to have her. The Board collectively welcomed Ms. Bado.

Business Spotlight: Loco Cowpoke

Chairwoman Temples welcomed Randy Abshier, owner of Loco Cowpoke Salsa Shop in Historic Downtown McKinney. Mr. Abshier gave a brief overview about how he and his wife Jeanne started Loco Cowpoke and how they have grown over their 3 years located in Downtown McKinney. Mr. Abshier also discussed some of their challenges and ideas for the Main Street organization they would like to see come to fruition. The Board discussed. Chairwoman Temples thanked Mr. Abshier for coming and speaking to the Board and welcomed him to stay for the remainder of the meeting.

Deck the Halls Fundraising Event Recap

Chairwoman Temples thanked each one of the Board members that led this fundraising effort and put on a great event in two weeks, she stated that it really speaks to the level of professional, smart, passionate and creative people that serve on this board. Mrs. Lake stated that in total Deck the Halls raised a total of \$7,880.00 and it was a truly magical night. The Board discussed.

Board Captain Update

Chairwoman Temples called for the discussion on the Board Captain Updates. Each Board Captain reported on their block.

12-1016 Directors Report and Upcoming Events

Mrs. Lake gave a brief report on the upcoming 32nd Annual Dickens of a Christmas...Home for the Holidays in Historic Downtown McKinney on November 23-25, 2012. We were able to secure some longtime supporters of Downtown and we are on track to have a great Dickens of a Christmas. Additionally, we do have a full slate of Entertainment on the City of McKinney stage, approximately 40 vendors varying from

Children's Activities to downtown restaurants. Mrs. Lake also announced that the Snow Hill, Visits with Santa, Horse-drawn Carriage rides will all be back plus some new offerings this year. The Board discussed.

12-1017 Review and Discuss Financials - Treasurer's Report - YTD Financials
Treasurer Dell'Antonia gave a brief report on the financial. The Board discussed and reviewed the statements with no further questions.

12-1018 Liaison Reports - Downtown Property Owners - McKinney Chamber of Commerce - McKinney Conventions & Visitors Bureau - City of McKinney
Downtown Property Owners

No Report

McKinney Chamber of Commerce

Mrs. LaFreniere-Ray gave a report on the McKinney Chamber of Commerce. Mrs. LaFreniere-Ray announced that the Chamber has been really busy with last week's State of the Community, which was great and the big push regarding the Buy Local Campaign and the upcoming Small Business Saturday on November 24. The Board discussed.

McKinney Conventions & Visitors Bureau

Ms. Bado gave a report on the McKinney Conventions & Visitors Bureau. Ms. Bado mentioned that the MCVB Board recently had their strategic planning meeting and this year's focus will be more externally than in years past, trying to hit the more regional tourist. She also stated that they have almost finalized their new location in Downtown and are hoping to move into it in January 2013. The Board discussed.

City of McKinney

Mrs. Good gave a report on the City of McKinney. Mrs. Good stated that you will see in the upcoming D Magazine a great spread on Dickens and Downtown as well as a great online piece.

Mr. Shelton announced that the Planning & Zoning and City Council will hold a joint meeting on November 26 regarding Form Based Code in

Downtown. He invited everyone to attend if they are interested.

Mrs. Lake reported that she will be working with the City's Code Department to draft a letter to the Downtown Merchants regarding signage, sandwich board locations and sizes as we now have the Store Specific Signage in place.

ADJOURN

The Board unanimously approved the motion made by Chairwoman Temples, seconded by Vice-Chair Dawkins, to adjourn. Chairwoman Temples adjourned the meeting at 9:57 a.m.

JAN TEMPLES
Chair