

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

OCTOBER 13, 2016

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 October 13, 2016 at 8:30 a.m.

Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton, Ric Anderson, and Courtney Ward.

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 City Secretary Sandy Hart and Rick Glew.

Ms. Rosenthal called the meeting to order at 8:32 a.m. after determining a quorum was present.

16-1002 Oaths of Office

City Secretary Sandy Hart administered the Oaths of Office to all Board Members.

16-1003 City Liaison Report

Ms. Hart updated the Board on the nine acre site. The plans will be presented at the McKinney City Council meeting on Tuesday, October 18th. North Texas Municipal Water District will update the Council on the water district and the interview process for Boards and Commissions will be up for discussion, possibly establishing new criteria.

16-1004 Director's Report

Ms. Rosenthal began by thanking the Board Members for volunteering with Oktoberfest. Mr. Anderson, Ms. Williams, Ms. Ward, and Ms. Elwell all gave their time and energy to help with this event, thank you. Ms.

Rosenthal was excited to announce that several downtown businesses are nominated for awards sponsored by the Texas Downtown Association: SugarBacon Proper Kitchen is nominated for best renovation; Patina Green for best business; Oktoberfest for best event; and Mr. Don Day for Downtowner of the Year. Congratulations to downtown for these wonderful accomplishments. McKinney will host the Texas Downtown Association Annual Meeting in November, 2017.

16-1005 Election of Officers

Ms. Rosenthal asked the board for nominations or motions to elect new officers. Mr. Hamilton made a motion to nominate Ms. Elwell as President/Chairperson of the McKinney Downtown Re-Development Board, Ms. Williams seconded. Board members unanimously approved this motion. Ms. Elwell made the motion to elect Mr. Lanio as Vice-Chair for the McKinney Downtown Re-Development Board, Mr. Hamilton seconded. Board members unanimously approved the motion. Ms. Elwell made a motion to elect Amber Gutschlag as Treasurer of the McKinney Downtown Business Re-Development Board, Ms. Williams seconded. Board members unanimously approved the motion. New officers for the 2016-2017 year will be Ms. Elwell, Chairperson, Mr. Lanio, Vice-Chairman, and Ms. Gutschlag, Treasurer.

16-1006 Consider/Discuss/Act on Financial Reports

Treasurer Gutschlag reviewed the financial reports with the Board, highlighting the Oktoberfest budget. Numbers are not final because all invoices have not been received. Board member Lyford made a motion to approve the financial reports, seconded by Board member Brown. The Board approved unanimously.

16-1007 Minutes of the Main Street Board Meeting of September 8, 2016

Board members unanimously approved the motion by Board member Gutschlag, seconded by Board member Lyford, to approve the Minutes of the Main Street Board Meeting of September 8, 2016.

16-1008 Discuss Past Events

Ms. Rosenthal recapped Oktoberfest with the Board members. It was a successful events with some challenges, of course, but a profitable event. The Board discussed. Mr. Glew brought up several observations about the event, long lines for tickets, beer and food. The Board discussed ideas to regulate vendor staffing to ensure they can handle the volume of the event. He also discussed the possibility of purchasing a tent/awning structure to cover a large area that could help with inclement weather. Mr. Fairchild discussed the redesign of the beer tents to improve service and efficiency. Ms. Rosenthal passed out the downtown survey responses. There were many varied responses from stores. The Board discussed. Ms. Rosenthal raised the question of do we continue to host events in downtown when the merchants are all unhappy about them. If you move them they are no longer McKinney Main Street events. Mr. Anderson suggested ways to remind downtown merchants about the benefits of events in downtown and different ways to communicate with the shop owners. The Board discussed. Mr. Anderson also suggested ways to decrease the lines and congestion around the Square by spreading out the event more to the side streets. The Board discussed.

16-1009 Discuss Upcoming Events

Mr. Anderson requested a vote concerning continuing with Bike the Bricks. Ms. Rosenthal stated that it would need to be added to the agenda to vote on it and that McKinney City Council would make any final decisions concerning the continuation of a downtown event. Mr. Hamilton spoke concerning Bike the Bricks. The expenses are high; it is risky; and not a benefit to downtown. He suggested that it be put on the

agenda to vote on and then sent to Council. Ms. Ward asked about changing the route of the race or the date. Ms. Rosenthal discussed the previous attempts to change the route of the race which must be approved by Velo. Ms. Rosenthal updated the Board on the planning for Home for the Holidays. We have secured a carousel and ferris wheel, and will sell tickets for several attractions, including the rides. Entertainment has been secured with Emerald City for Friday night and Le Freak for Saturday evening. The Board discussed. Mr. Anderson made the suggestion to create photo ops all around downtown. Ms. Rosenthal discussed sponsorships for the event. Mercedes asked about participating but some issues arose with other sponsors. The Board discussed. Mr. Anderson voiced concern about the website and inquired why no changes have been made. Ms. Rosenthal explained that staff had been focused on Oktoberfest. Ms. Ward asked about how subcommittees work and when new subcommittees would be formed. The Board discussed. Mr. Fairchild explained that it would be helpful if subcommittees were community volunteers led by a Board member that helps with time and multiple events. The Board discussed future subcommittees.

Chairwoman Elwell adjourned the meeting at 10:17 a.m.

JAN ELWELL
Chair