

## **McKinney Main Street**

### **aka McKinney Downtown Business Re-Development Board**

**JANUARY 14, 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 January 14, 2016 at 8:30 a.m..

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:30 a.m. after determining a quorum present. Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton, Rebecca Drekmann, and Ric Anderson.

Absent: None

Main Street Staff present: McKinney Main Street Director Amy Rosenthal, McKinney Performing Arts Center Marketing and Development Specialist Aaron Werner, and McKinney Main Street Executive Assistant Belinda Kennedy.

Guests: Mayor Pro-Tem Travis Ussery, City of McKinney Assistant City Manager Barry Shelton, Geoff Fairchild, and Hamilton Doak.

#### **REPORTS**

##### **16-047** City Liaison Report

Mr. Shelton updated the Board on the development of the 9-Acre site at Tennessee and Davis streets, City Council will act on the letter of intent from the developer and then the Attorneys will finalize the terms of the agreement, construction is planned to start in January 2017. Mr. Shelton informed the Board about a workshop on January 21<sup>st</sup> at 6:30 pm at the City Senior Center to share information and gather input on land use and development and he also informed the Board about a special City Council work session next week where the council will set goals. Mr. Shelton finished by thanking the Main Street staff for the well-executed business monthly meeting and the gathering of information concerning downtown events.

**16-048** Director's Report

Ms. Rosenthal began by introducing Mr. Geoff Fairchild, new City of McKinney Special Events Coordinator, Mr. Fairchild had previously worked for the City of Richardson and brings many years of event experience to the new position. Ms. Rosenthal continued by thanking Board members for their assistance with taking down the Christmas tree and storing the ornaments and also for removing the play houses. Ms. Rosenthal informed the board that McKinney will be the host city for the Texas Downtown Association meeting in November of 2017, very exciting to host Main Street groups from all over Texas, in 2016 the meeting will be in Killeen, TX and Board members are encouraged to attend. Ms. Rosenthal informed the board about the Chamber of Commerce Community awards at the Sheraton Hotel on February 19, Main Street will have a table. Ms. Rosenthal updated the board concerning the Main Street Coordinator position, Elizabeth Hurst will not be returning from maternity leave and Aaron Werner has accepted the Main Street Program Coordinator position, congratulations to Mr. Werner.

**16-049** Minutes of the Main Street Board Meeting of December 10, 2015

Board members unanimously approved the motion by Board member Kaci Lyford, seconded by Board member Edna Brown, to Approve and Referred 16-049 Minutes of the Main Street Board Meeting of December 10, 2015.

**16-050** Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Kaci Lyford, to Approve the financial reports presented.

**16-051** Consider/Discuss/Act on Community Awards

Ms. Rosenthal opened the discussion of the Community Awards by explaining the past winners and highlighting a few possible nominations for this year. The Board discussed several sponsors and community partners. Mr. Anderson made a motion to

nominate Pat Lobb Toyota as the Community partner award recipient. Board members unanimously approved the motion by Board member Ric Anderson, seconded by Board member Jolie Williams, to select Pat Lobb Toyota of McKinney as the Main Street recipient, all Board members voted in favor.

#### DISCUSSION ITEMS

**16-052** Discuss Future Events

Ms. Rosenthal handed out the results of the feedback from the Main Street Business Monthly meeting about downtown events. The Board discussed. Krewe of Barcus is going on as usual with the streets closed as requested. At the January 4 work session McKinney City Council asked Ms. Rosenthal to gather information from Downtown merchants concerning events, this was done at the Business monthly and also via an online survey. The Board discussed. Ms. Rosenthal asked for volunteers for February 7 for Krewe of Barcus and discussed setting up a survey to be done at the event. Ms. Rosenthal updated the Board on the plans for Arts in Bloom, possibly doing a 2 day event, inviting more wineries and adding more Artists. The board discussed. Ms. Rosenthal updated the Board on some of the plans in the work for Bike the Bricks, a concert is planned and also a sports radio talk show. A downtown merchant has expressed interest in adding a Green Egg cooking event to Bike the Bricks, the Board discussed. Mr. Anderson requested that the Board discuss the results of the downtown event survey and then assign Board members to review each event and present recommendations to the Board. The Board discussed briefly each event.

**16-053** Discuss Downtown Retail Support

Ms. Rosenthal opened the discussion on downtown retail support, Mr. Anderson would like the board to discuss the community, 2<sup>nd</sup> Saturday, block captains and the efforts of the board members. Mr. Doak spoke concerning 2<sup>nd</sup> Saturday and how it used to be bigger when there were

more art galleries but now most of the other businesses do not stay open late. Ms. Elwell discussed how the business hours are inconsistent but with each store individually owned, business owners would have to agree to set hours. Mr. Anderson stated that he would like to offer a one hour class free of charge to downtown business owners on business development and social media, the board discussed a possible date of February 4, 2016 to be determined.

Chairwoman Elwell adjourned the meeting at 10:19 a.m.

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JAN ELWELL  
Chair

