

## **McKinney Main Street**

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

**DECEMBER 10, 2020**

The McKinney Downtown Business Re-Development Board of the City of McKinney, Texas met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee Street, McKinney, Texas on Thursday, December 10, 2020 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 8:32 a.m. after determining a quorum present. Board members present Robert Hamilton, Julie Williams, Kathryn Waite (via Zoom), Ric Anderson, Preston Schwalls, Jolie Williams, 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, McKinney Performing Arts Center Marketing Coordinator Jakia Brunell (via Zoom) and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Mayor Pro Tem Rainey Rogers and Assistant City Manager Kim Flom.

#### **REPORTS**

**20-1060** City Liaison Report

Chairman Hamilton called for the City Liaison Report. Ms. Flom updated the Board on the new city hall project, the location is on the east side of Hwy 5 and is a 13-acre tract that will provide much needed space for city operations. The city has 3 projects going on in that general area with Old Settlers, Tupps and City Hall.

**20-1061** Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal updated the Board on the Light up Louisiana project; Phase 2 starts in

January 2021 and will be from Tennessee Street to Hwy 5. This is an exciting project and will improve the walkability in that area and there is also a proposal to remove parking spaces and add patio dining along Louisiana near Johnson Street. Parklets are also an ongoing project, the city is purchasing 2 with covid funding and there will be an application for businesses to request use of them. The Board discussed.

**20-1062** Minutes of the Main Street Board Meeting of November 12, 2020.

Board members unanimously approved the motion by Board member Ric Anderson, seconded by Board member Jolie Williams, to Approve and Refer the Minutes of the Main Street Board Meeting of November 12, 2020.

**20-1065** Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for a review/discussion of the financial reports. Ms. Waite discussed some of the changes that we see from 2019, without events our revenues are down. The Board discussed. Board members unanimously approved the motion by Board member Preston Schwalls, seconded by Board member Ric Anderson, to Approve the Financial Reports.

**20-1067** Discuss 2021 Calendar of Events

Chairman Hamilton called for discussion of the 2021 Calendar of events. Ms. Rosenthal discussed the purpose of the calendar and the goal to make sure the events go towards the McKinney Main Street vision. The Board discussed. We have some great events planned for 2021 and hope that we can move forward successfully with new precautions in place. The Byron Nelson will present some opportunities for Main Street and we will have a subcommittee work on the best way to capitalize on this event. We will continue with our core events and the Sip and Stroll events, working with both downtown merchants and SBG as we have in the past. The Board discussed.

**20-1069** Discuss Community Partner of the Year

Chairman Hamilton called for a discussion of the Partner of the Year award. The Board discussed the past recipients of the award and some suggestions were made for possible recipients for this year. The award banquet is in April this year so we will vote on nominations at a future meeting.

**20-1070** Discuss Holiday Activity Update

Chairman Hamilton called for an update on Holiday Activities. Ms. Rosenthal thanked Mr. Jones for his great work on the extended format for Home for the Holidays weekly entertainment. The events that we are having each weekend are seeing great success. Everyone loves the carousel and decorations. It will be hard to compare to anything in the past because of the change in format but feedback has been positive. The Board discussed.

Ms. Williams made a motion to adjourn the meeting at 9:54 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: \_\_\_\_\_

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ROBERT HAMILTON  
Chairman

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KATHRYN WAITE  
Secretary / Treasurer