

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

MAY 14, 2015

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 May 14, 2015 at 8:30a.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: Jon Dell'Antonia, Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Edna Brown, Renee Funderburgh, Amber Gutschlag, and Robert Hamilton.

Absent: Molly Brewer, Rebecca Drekmann

Main Street Staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Main Street Program Coordinator Michelle Hancock, MPAC Marketing Coordinator Aaron Werner and McKinney Main Street Executive Assistant Belinda Kennedy.

Guests: Mayor Pro-Tem Travis Ussery, Barry Shelton, City of McKinney Assistant City Manager, Coco Good, City of McKinney Director Communications and Marketing, and Rick Glew, McKinney Community Development Corporation.

15-444 City Liaison Report

Mayor Pro-Tem Ussery updated the board on the parking structure garage for downtown McKinney. The site has been chosen and funding is pending for the parking lot at Church St between Louisiana and Virginia. Preliminary drawings have been submitted for a possible 4-5 story structure and the progress is moving forward. Mayor Pro-Tem discussed the 9-acre lot also, the development for that property is still ongoing. Mayor Pro-Tem updated the board on the city council election process, early voting for the run-off election starts June 1, 2015. Mr. Shelton also spoke about the parking structure, stating that the design team was asked to make sure the look fits in with downtown. The structure is

planned as a 5 story structure, slightly taller than the Grand Hotel, it may possibly go underground, hopefully house 340 parking spaces. Mr. Shelton informed the board that 2 large realty builders are presenting ideas for the 9-acre lot on Tuesday at the City Council meeting, they have been asked to have a combination of housing, office, and retail space and that they must have their own funding.

Coco Good updated the Board on current city promotions, highlighting advertising on KRLD news and traffic in the morning.

15-445 Director's Report

Ms. Rosenthal informed the Board that the revised by-laws may have some additional changes and that they would be represented possibly in the June meeting. Ms. Rosenthal thanked Board Members for volunteering at Arts in Bloom, Edna Brown, Jan Elwell and Rick Glew all helped with that event, and she Thanked Matt Hamilton for his assistance with Election Night on the Square. Ms. Rosenthal stated that the sidewalk sale had been rescheduled to May 23 due to weather and that we are in need of volunteers for Bike the Bricks.

15-446 Minutes of the Main Street Board Meeting of April 9, 2015

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to Approve the Minutes of the Main Street Board Meeting of April 9, 2015.

15-447 Minutes of the Main Street Board Work Session of August 26, 2014

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to Approve the Minutes of the Main Street Board Work Session Meeting of August 26, 2014.

15-448 Consider/Discuss/Act on Financial Reports

Mr. Dell'Antonia presented the financial reports to the Board highlighting the expenditures for Bike the Bricks.

Board members unanimously approved the motion by Board member Amber Gutschlag, seconded by Board member Edna Brown, to approve the financial reports.

15-449 Event Workshop Report: Michelle Hancock and Aaron Werner

Ms. Hancock and Ms. Werner were able to attend the Texas Festival and Event Professionals training seminar in Ft. Worth and came back with great information and ideas. Ms. Hancock and Mr. Werner discussed the marketing concepts used by Fredericksburg Texas and security and safety ideas for large events. Both agreed that the seminar had a lot of great information and the meeting other professionals in the event world was a great experience. The Board discussed joining the TFEA for the future.

15-450 Discuss Past Events: Arts in Bloom

Ms. Rosenthal updated the Board on the success of Arts in Bloom, very well attended event, we received 10% of the wine sales. The board discussed possible ideas about Main Street selling the wine next year and adding craft beer. Ms. Funderburgh discussed with the board that she had been approached by Specs for a possible partnership on an event and that Main Street should possibly meet with them to discuss opportunities, they have money to promote events and provide marketing support. The Board discussed.

15-451 Discuss Upcoming Events: Bike the Bricks, Oktoberfest, Home for the Holidays

Ms. Rosenthal updated the board on plans for Bike the Bricks, we have 3

beer stations, live music, a VIP area, and kids activities. Weather will play a huge factor, the city has paid for rain insurance that would cover the race times. For upcoming events we need to form planning sub-committees as soon as possible for Oktoberfest and Home for the Holidays, an email will be sent out with meeting times. The Board discussed.

Chair-woman Elwell adjourned the meeting 10:00 a.m.

JAN ELWELL
Chair

