

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

NOVEMBER 6, 2017

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 6, 2017 at 8:30 a.m.

Board members present: Alex Lanio, Edna Brown, Amber Gutschlag, Robert Hamilton, Ric Anderson, Courtney Ward and Doug Willmarth. Absent: Jolie Williams and Kaci Lyford. Chairman Alex Lanio called the meeting of the McKinney Downtown Business Re-Development Board to order at 8:35 a.m. after determining a quorum was present.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Director Aaron Werner, City of McKinney Special Events Coordinator Geoff Fairchild, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Assistant City Manager Barry Shelton.

17-1085 City Liaison Report

Mr. Shelton updated the Board on the city annexations. This topic is on the City Council agenda for Tuesday November 7, 2017. The City Council meetings are back at City Hall in the remodeled council chambers. Mr. Shelton recapped some city developments that are in the works, the 9 acre site is progressing, the Stars Center is moving forward and the Southgate project is on the agenda for City Council.

17-1086 Director's Report

Ms. Rosenthal congratulated everyone for helping Main Street and McKinney Performing Arts Center win a grant for \$150,000 to help polish the exterior of McKinney Performing Arts Center. Ms. Rosenthal discussed with the Board promoting some type of Safari shopping night. The Board discussed. Ms. Rosenthal said that she had been approached

by some merchants to support another event but the Main Street staff does not have time with the other events going on. The Board discussed that perhaps the merchants can continue to organize the event with help from Main Street. Chairman Lanio suggested some possible ideas for events that would bring people downtown like demonstrations, each merchant would participate by showing something unique in their shop, making something, etc. Ms. Rosenthal updated the Board on the meeting that was held to discuss Bike the Bricks. Main Street staff met with Richardson Bike Mart, Velo and Tupps to discuss the event. Main Street staff presented the past budgets and discussed the deficit that exists. The Board discussed. Mr. Anderson expressed that he felt like most merchants do not want the event and would like to speak to the liaisons concerning this. Ms. Rosenthal expressed that this event is unique to McKinney and is supported by the City Council and the Mayor. Chairman Lanio expressed that we need to mold the event to be successful and try to work within the parameters of the event. Ms. Rosenthal updated the Board on the holiday marketing initiatives. We have a billboard on 75 and are featured on the cover of D Magazine.

17-1087 Minutes of the Main Street Board Meeting of October 12, 2017

Board members unanimously approved the motion by Board member Brown, seconded by Board member Gutschlag, to approve the Minutes of the Main Street Board Meeting of October 12, 2017 with the change of removing Jan Elwell from the attendance statement.

17-1088 Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Hamilton, seconded by Board member Anderson, to approve the financial reports.

17-1089 Consider/Discuss/Act on Adding Funds to the Rainy Day Fund from Oktoberfest Event

Board members unanimously approved the motion by Board member Willmarth, seconded by Board member Hamilton, to move \$20,000 from the general account to the Rainy Day fund from the profits of Oktoberfest.

- 17-1090** Discuss Upcoming Events: Home for the Holidays and Arts in Bloom
- Ms. Rosenthal discussed the holiday decorations in progress for the City. The snowflakes and wreaths are up, the tree is arriving November 14, and the wreaths are up on MPAC. Home for the Holidays is coming up quick. We have tons of activities planned, inflatables, a carousel and Ferris wheel, entertainment, Santa's Village, and two concerts. The Board discussed. Ms. Rosenthal updated the Board on Arts in Bloom planning. The Main Street staff met with the local artists to come up with a plan for them to participate in the event. They will have a group tent at a discount and it will be managed by an artist.
- Chairman Lanio adjourned the meeting at 10:04 a.m.

ALEX LANIO
Chair

