

## **McKinney Main Street**

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

**MAY 14, 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 May 14, 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 8:34 a.m. after determining a quorum present. Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams (via zoom), Secretary/Treasurer Kathryn Waite (via zoom), Kaci Lyford (via zoom), Doug Willmarth, Taylor Phelan, Preston Schwalls (via zoom), Ric Anderson, and Julie Williams.

Absent: Jim Smith

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Director Aaron Werner, City of McKinney Special Events Coordinator Andrew Jones, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilman Rick Franklin, City of McKinney Assistant City Manager Kim Flom, City of McKinney Director of Organizational Development and Performance Management Joseph Mazzola and City of McKinney Creative Services Manager Michelle Feldker (via zoom).

#### **20-0371** City Liaison Report

Chairman Hamilton called for the City Liaison Report. Ms. Flom updated the Board on the City of McKinney Covid-19 response efforts. The city maintains a hotline for residents that can provide resources and information, and the city staff was able to contact over 7000 seniors to check in and offer assistance. The Covid 19 small business grant is open and there are 271 applicants so far, the city will start funding these grants as soon as possible. Collin County is receiving funds via the Cares Act

and this additional money can be used for grants to aid residents with rent, utilities, food etc., and this grant process will be up and running soon.

**20-0372** Director's Report

Chairman Hamilton called for the Director's report. Ms. Rosenthal updated the Board on the Louisiana street construction, this project if moving forward, starting soon and Main Street will focus on helping business through this process. Main Street continues to support Downtown by mailing out 5000 postcards promoting local restaurants and delivery services. The McKinney Strong t-shirt campaign has raised over \$24,000, these funds will be distributed to non-profits and businesses.

INFORMATION SHARING

**20-0373** Update on 2020 McKinney Board & Commission Member Appointments

Chairman Hamilton gave an update on the Board members up for re-appointment, Kathryn Waite, Julie Williams and Matt Hamilton, applications are due by June 15, 2020.

**20-0374** Minutes of the Main Street Board Meeting of March 12, 2020

Chairman Hamilton called for review and action on the Minutes of the last Board meeting. Board members unanimously approved the motion by Board member Julie Williams, seconded by Board member Taylor Phelan, to Approve and Refer the Minutes of the Main Street Board Meeting of March 12, 2020.

**20-0375** Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for review and action on the financial reports. Board members unanimously approved the motion by Board member Doug Willmarth, seconded by Board member Taylor Phelan, to approve the Financial Reports.

**20-0376** Program Update

Chairman Hamilton called for the Program Update. Mr. Werner spoke about the Reopening roundtable, He and Mr. Jones will host since no businesses volunteered. Mr. Jones told the Board about the upcoming picnic planned for May 23, 2020. Main Street will host the Downtown Dine-out picnic on the square to encourage people to enjoy the restaurants downtown while also following social distancing guidelines. There will be additional picnic tables and music entertainment from 12:30-7:30pm. Mr. Werner updated the Board on plans to host a drive-in movie night downtown, Main Street is purchasing an FM transmitter and researching which movies would be the best option. Mr. Jones explained to the Board the Sip N Stroll event coming up on June 20, hopefully this event will bring people out to downtown. Ms. Rosenthal updated the Board on Oktoberfest 2020, not sure what it will look like yet, staff is working on lots of different scenarios to still bring people downtown, create revenue and provide entertainment, more information will be coming out as the state government announces the opening guidelines. We will need to form a sub-committee for Oktoberfest right away.

**20-0377** Discuss Strategic Initiatives including Mission and Vision

Chairman Hamilton called for the discussion of the Strategic Initiatives. Mr. Willmarth spoke to the Board, explaining the definition of Mission and Vision. Mission can be defined as Why do you exist? In the broadest possible sense. Vision can be defined as What you are doing. The Board discussed. Ms. Rosenthal introduced Mr. Mazzola to lead the Board through some processes for writing mission and vision statements for McKinney Main Street. Mr. Mazzola explained that a Mission Statement should be clear, specific, short and memorable, what is your core purpose, and what do you provide? Your Vision statement should be your North Star, where you are headed and should be short, concise, future-based, lofty goals, inspiring and motivational. The Board

participated in exercises to create mission and vision statements for McKinney Main Street. The Board worked in groups and collaborated, some central components came from the group work: Preserve history, Promote downtown growth, Cultivate a viable future. The board will work again to nail down these statements.

Mr. Willmarth made a motion to adjourn at 10:19 a.m.

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Robert Hamilton  
Chair