

**McKinney Main Street**

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

**DECEMBER 13, 2012**

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 December 13, 2012 at 8:30 a.m.

**CALL TO ORDER**

Chairwoman Jan Temples called to order the meeting of the McKinney Downtown Re-Development Board at 8:30 a.m. after determining a quorum present. Board members present: CoCo Good, Vice-Chair Karen Dawkins, Renee Funderburgh, Treasurer Jon Dell'Antonia, Barry Shelton, Angie, Bado, Jan Elwell, Jodi Ann LaFreniere-Ray, Johnny Galyean and Chairwoman Jan Temples.

Board members absent: Bonnie Shafto, Karen Klassen and Molly Brewer.

Main Street staff present: McKinney Main Street Program Director Ty Lake and McKinney Main Street Program Coordinator Merry Caroline Canter.

Guest(s): City of McKinney Mayor Pro Tem Travis Ussery and Downtown business owner, Diane Brown of Special Things.

**CONSENT ITEMS**

The Board unanimously approved the motion made by Mrs. Elwell, seconded by Treasurer Dell'Antonia, the following consent item.

- 12-1103** Minutes of the McKinney Main Street Board meeting of November 15, 2012

**DISCUSSION ITEMS**

- 12-1104** Chairwoman / Vice-Chair Report - Business Spotlight Update - Special Things - 2013 Fundraising Game Plan - Board Captain Update  
*Business Spotlight: Special Things*

Chairwoman Temples welcomed Diane Brown, owner of Special Things in Historic Downtown McKinney. Ms. Brown gave a brief overview about

how she started Special Things and how her business has grown over the past 6 years in Downtown McKinney. Ms. Brown discussed some of her challenges and ideas for the Main Street organization. Chairwoman Temples thanked Ms. Brown for coming and speaking to the Board and welcomed her to stay for the remainder of the meeting.

*2013 Fundraising Game Plan*

Chairwoman Temples announced that a small committee from the Board recently met and came up with a proposed 2013 Fundraising Strategy for McKinney Main Street. The committee has selected 3 of the Main Street events to pair a fundraising event with; they will all be different; however all will help raise awareness and funds for the organization. The first one being a fundraising event with Krewe of Barkus, then an April Open House promoting Friends of Main Street and then finally Deck the Halls with Dickens of a Christmas. The Board discussed.

*Board Captain Update*

Chairwoman Temples called for the discussion on the Board Captain Updates. Each Board Captain reported on their block.

**12-1105** Directors Report and Upcoming Events

Mrs. Lake gave a brief Directors Report. Mrs. Lake gave a recap on the 32<sup>nd</sup> Annual Dickens of a Christmas...Home for the Holidays. The event was a huge success and many store reported large increases. The Board discussed.

Mrs. Lake asked the Board to review the list of the 2013 McKinney Main Street events scheduled for downtown in their packets.

**12-1106** Review and Discuss Financials - Treasurer's Report - YTD Financials

Treasurer Dell'Antonia gave a brief report on the financials. The Board discussed and reviewed the statements with no further questions.

**12-1107** Liaison Reports - Downtown Property Owners -McKinney Chamber of Commerce - McKinney Conventions & Visitors Bureau - City of McKinney  
*Downtown Property Owners*

No Report

*McKinney Chamber of Commerce*

Mrs. LaFreniere-Ray gave a report on the McKinney Chamber of Commerce. Mrs. LaFreniere-Ray stated that the 12 Days of Christmas Buy Local Campaign has been a huge success, so much that they are extending it. She also mentioned that the April/May issue of McKinney Magazine will feature downtown, which is always one of the best issues. The Board discussed.

*McKinney Conventions & Visitors Bureau*

Ms. Bado gave a report on the McKinney Conventions and Visitors Bureau. Ms. Bado announced that the MCVB will host an Open House at their new location in Downtown McKinney at the end of January. It has been a long time coming and they are all very excited. The Board discussed.

*City of McKinney*

Mr. Shelton gave a report on the City of McKinney. Mr. Shelton announced that the final phase of the Town Center Study is in process and one of the final steps is the approval of Form-Based Code, which goes before City Council in February. He stated that he would send out more information soon and invited everyone to attend the meeting. Mr. Shelton also mentioned that the City is in the process of selecting a finalist for the 8 properties that are up for re-development, stating that the majority of them are located in and around downtown. The Board discussed.

ADJOURN

The Board unanimously approved the motion made by Chairwoman Temples, seconded by Vice-Chair Dawkins, to adjourn. Chairwoman Temples adjourned the meeting at 9:57 a.m.

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JAN TEMPLES  
Chair