

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

FEBRUARY 12, 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 February 12, 2015 at 8:30 a.m.

Chairwoman Jan Elwell 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: Jon Dell'Antonia, Molly Brewer, Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Renee Funderburgh, Amber Gutschlag, Robert Hamilton, and Rebecca Drekman.

Absent: Edna Brown

Main Street Staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Main Street Program Coordinator Michelle Hancock, McKinney Main Street Executive Assistant Belinda Kennedy and McKinney Performing Arts Center Marketing Development Specialist Aaron Werner.

Guests: Mayor Pro-Tem Travis Ussery, Councilman Randy Pogue, Coco Good, City of McKinney Director of Communications and Marketing and Rick Glew, McKinney Community Development Corporation.

CONSENT ITEMS

15-145 Minutes of the Main Street Board Meeting of January 8, 2015

The Board unanimously approved the motion by Jon Dell'Antonia, seconded by Jolie Williams to approve the minutes of January 8, 2015

DISCUSSION ITEMS

15-146 Consider/Discuss/Act on Financial Reports

Financial reports were presented to the board for review. Jon Dell'Antonia explained the Profit/Loss statement included for the calendar year, which gives a clearer picture of success of Oktoberfest than the fiscal year

reports. Jon Dell'Antonia made a motion to approve the financial reports, seconded by Renee Funderburgh, all board members approved.

15-147 Discuss Upcoming Events: Krewe of Barkus, Arts in Bloom, Bike the Bricks

Ms. Rosenthal presented an overview to the board for Krewe of Barkus 2015; the event is Sunday, February 15 from 12:30-4. The vendor expo is full, there will be 2 food trucks (new for this event), there are 200 dogs expected, and the event was listed in the Dallas Morning News Guide as a "Top Pick" for Mardi Gras weekend activities. Main Street has hired a Jazz band to lead the parade and play after, also new for this year.

Ms. Rosenthal then updated the board on plans for Arts in Bloom. A sub-committee has been meeting with artists and Ms. Lyford explains some of the committee findings. Under the new Arts in Bloom model, Main Street will close the side streets and artists will have a variety of ways to participate ranging from free to \$250. Main Street plans to request support funding from the Arts Commission to help pay for tents and infrastructure. Mr. Werner informed the Board about about potential entertainment for the event, working with Guitar Sanctuary to secure students to perform on the platform stage and also other locations. Ms. Rosenthal informed the board that there will be new light pole banners for Arts in Bloom this year to help promote the event. Ms. Brewer inquired about a possible sponsor in the art supply world and agreed to ask Asel Art Supply.

Ms. Rosenthal then updated the board on Bike the Bricks 2015. New concepts for this year include entertainment and live broadcast with GoVision. Main Street hopes to attract more spectators by providing entertainment, food and live coverage of the races. Ms. Rosenthal talked about sponsorships opportunities, she highlighted the sponsors confirmed so far, Alfa Romeo Fiat and Richardson Bike Mart. More

sponsors are needed for this event and Ms. Rosenthal had packets available for board members if they had any potential sponsors.

15-148 Discuss Events Proposal

Ms. Rosenthal handed out a summary of the events proposal form with the board recommendations added from the last board meeting. The City has a 10 year plan in place but some questions that will need to be answered in the future concern Main Street paying for city services for events, like Police/Fire and the Streets Department. Currently Main Street does not pay for these services, if that changes and Main Street has to pay for this; it will impact the events, possible decrease the number of events that Main Street can put on due to the increased cost.

REPORTS

15-149 Director's Report

Ms. Rosenthal started off the director's report with the success of the Sidewalk sale promoted by Main Street and Downtown Merchants for February 7, 2015. All feedback seemed very positive and a request for future Sidewalk sale events was discussed.

Ms. Rosenthal also discussed the Business Monthly Meeting, she expressed concern over businesses wanting to present at the meeting and if Main Street needs to develop a criteria or application. Mr. Hamilton suggested that a sub-committee could possibly come up with formal guidelines. Ms. Lyford expressed thanks to Michelle Hancock for creating the Facebook group for downtown and all agreed that was working well.

Ms. Rosenthal added that March 14, 2015 would be a St. Patrick's Day Festival in the downtown area with entertainment.

Ms. Rosenthal also asked the board to consider ideas for Oktoberfest and whether Main Street should move forward with a carnival company. The Board discussed and decided that Main Street staff should move forward with a proposal for rides.

15-150 City Liaison Report

Mayor Pro-Tem Ussery began by thanking the Board Members for their service. Mr. Ussery discussed the Council retreat and goals. The City Councils goal is that we should all be McKinney First, whether that is the Council, a City Board, or employees. Mr. Ussery highlighted the positive results of the citizen survey and talked about the bond package for the 10 year plan. Mr. Ussery updated the Board on the parking structure, stating that there should be a resolution hopefully within 30 days. Councilman Pogue also spoke about the parking structure and asked a few questions about the structure of Main Street. Ms. Rosenthal answered Mr. Pogue's questions and also spoke about the parking structure. Mr. Hamilton informed the Board of a group of merchants that are in support of sight one and plan to endorse with the City Council. Mr. Hamilton also informed the board that he is working on getting a group together to form a PID for downtown.

Ms. Rosenthal ended the meeting highlighting that the Downtown billboard is up and that we should have website stats at the next meeting.

ADJOURN

Chair-woman Elwell adjourned the meeting 10:13 a.m.

JAN ELWELL
Chair

