

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

**APRIL 10, 2014**

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 April 10, 2014 at 8:30 a.m.

Vice-Chairwoman Karen Dawkins called to order the meeting of the McKinney Downtown Re-Development Board at 8:34 a.m. after determining a quorum present. Board members present: Jon Dell'Antonia, Jan Elwell, Jodi Ann LaFreniere-Ray, Karen Dawkins, Kaci Lyford, Alex Lanio, Jolie Williams, and Coco Good.

Absent: Molly Brewer, Jan Temples, Bonnie Shafto, Renee Funderburgh

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 Coordinator Aaron Werner.

Guests: City Council Mayor Pro-tem Travis Ussey.

**14-334** Minutes of the Main Street Board Meeting of March 13, 2014

The Board unanimously approved the motion by Jon Dell'Antonio, seconded by Kaci Lyford to approve the minutes of March 13, 2014.

REPORTS

**14-335** Discuss Liaison Reports

CoCo Good updated the Board on current marketing partnerships that the City is involved with, highlighting billboards in the Houston area directed to attract day-trip revenue to McKinney. Ms. Good also discussed a new website page within the city website to improve the city transparency.

**14-336** Discuss Financial Reports

Treasurer Jon Dell'Antonia directed the Board members to review several financial documents included in the Board packets. Mr. Dell'Antonia highlighted the new format for the P&L Statements and event budgets, including the Bike The Bricks 2014 budget. The Board discussed this budget, with Director Amy Rosenthal recapping the sponsorship section of the budget and asking for the Boards help with this area. The Board discussed several ideas for new sponsors. The Board approved the financial documents and the budget.

Treasurer Dell'Antonia then directed the Board members to review proposed changes to the by-laws for the Board concerning treasurer duties. The Board members reviewed the proposed changes and discussed. The Board agreed that the changes to the by-laws will be put to vote in the next meeting.

#### DISCUSSION ITEMS

**14-337** Discuss Event Recap and Upcoming Events

Director Amy Rosenthal introduced Aaron Werner as the new McKinney Performing Arts Center Marketing Coordinator before asking Main Street Program Coordinator Michelle Hancock to give the Board an overview of the upcoming Arts in Bloom. Ms. Hancock gave the Board a detailed outline of the events planned for April 12, highlighting 150 artists, the Kentucky Street street fair, partnerships with Chestnut Square and McKinney Chamber.

Director Amy Rosenthal then updated the Board on the advertising for Arts in Bloom, explaining that MCDC had awarded \$7000 to promote this community event. Main Street utilized this money to purchase a billboard, ads in magazines, newspaper, radio and on Taps buses.

Ms. Rosenthal then gave a brief recap of upcoming MPAC events including the Crystal Yates Watch party, Singapore Slingers, and the Juried Art Show. The Board discussed.

**14-338** Discuss Committee Goals and Meeting Results

Vice-chair Karen Dawkins invited a spokesperson from each committee group to share their meeting highlights and goals.

Jan Elwell spoke for the economic development committee, highlights of their topic included ways to boost revenue by promoting downtown office space. Ms. Elwell explained that while the retail space has a high occupancy rate, the office space has many more vacancies and filling those offices would increase the foot traffic downtown during the week.

Jon Dell'Antonia then discussed the organizational committee highlights, focusing on financial policies, budget review, annual budgeting and audit. Mr. Dell'Antonia also discussed selling tickets for food and beer at the next Oktoberfest to increase revenue and the need to organize the volunteer process.

Michelle Hancock then presented the marketing committees findings; she discussed brick engraving, options for benches in downtown, promoting the historic buildings and the possibility of artwork for downtown to attract visitors. Ms. Hancock also brought up the topic of charging to enter Oktoberfest, the Board discussed.

Vice-chair Karen Dawkins recapped the final committee on design, discussing the ideas of pay to participate marketing options like the shopper guide and directional signage. Ms. Dawkins discussed the idea of some type of outdoor art or sculpture for downtown, the need for an ordinance concerning sandwich boards, improving the city directional signage around downtown, and idea of an outdoor photo op to increase traffic to the square.

After all 4 committee recaps had been presented; Ms. Rosenthal proposed the formation of the Oktoberfest sub-committee to research several important ideas to change this event, including adding Sunday, charging admission, and using food and beer coupons. The Board discussed and agreed. The following members expressed interest in

joining the sub-committee, Karen Dawkins, Alex Lanio, Jodie LaFreniere-Ray, Kaci Lyford, Michelle Hancock and Jon Dell'Antonia. The Board agreed that Ms. Rosenthal would form the sub-committee and assign members. Ms. Rosenthal then proposed to start next month's meeting at 8:00 a.m. and the Board agreed.

Vice-chairwoman Dawkins adjourned the meeting at 9:53 a.m.

---

Jan Temples  
Chair

McKINNEY MAIN STREET

<DATE>

PAGE 5