

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

November 10, 2011

The McKinney Downtown Business Re-Development Board of Directors met in the McKinney Performing Arts Center - Encore Wire Room, 111 N. Tennessee Street, McKinney, Texas on Thursday, November 10, 2011. Chairman Johnny Galyean called to order the regular meeting of the McKinney Downtown Business Re-Development Board at 8:34 a.m.

Roll Call

The following persons were present: Renee Funderburgh, Karen Dawkins, Linda Fogg, Bonnie Shafto, CoCo Good, Treasurer Jon Dell'Antonia, Jodi Ann LaFreniere, Jan Elwell, Karen Klassen, and Chairman Johnny Galyean. Main Street Board members absent: Vice-Chair Jan Temples, Molly Brewer and Jennifer Cox. Main Street Staff present: Main Street Program Director, Ty Lake and Main Street Assistant, Merry Caroline Canter. Guest(s) present: McKinney Conventions & Visitors Bureau Director, Diann Bayes.

Consider/Discuss/Act – Minutes of the October 13, 2011 Board Meeting

Treasurer Dell'Antonia made a motion to approve the October 13, 2011 minutes as written. Ms. LaFreniere seconded. The board voted; the minutes were approved unanimously.

Chairman/Vice-Chairman Report – Main Street Board Retreat Discussion

Chairman Galyean opened the discussion regarding a Main Street Board Retreat. The Board discussed. Chairman Galyean stated that it was decided that the Main Street Board Retreat will take place in January to coincide with the monthly Board meeting. It was also determined that Chairman Galyean and other board members will host a new board member orientation prior to the Board Retreat for the new board members.

Chairman/Vice-Chairman Report – Board Captain Update

Chairman Galyean moved to discuss Board Captain Updates and turned the discussion over to each board member.

Directors Report – Directors Report / Update

Mrs. Lake gave a brief directors report and update. She announced that the recent Business Monthly Meeting was great, and overall the group was very excited and looking forward to Dickens and the holiday season. The Board discussed.

Directors Report – Dickens of a Christmas Review

Mrs. Lake gave a brief review on what is planned for Dickens of a Christmas this year. She stated that the Dickens memo will be going out soon as well as the Courier-Gazette insert.

Activity Line Up

Mrs. Lake then reviewed the activity line up for Dickens. We are partnering this year with the MRT, in between their performance of a Christmas Carol inside MPAC; they will be out as characters and carolers strolling throughout Downtown McKinney. We will also have a Victorian Magic Show on Tennessee Proper sponsored by Main Street Magic & Fun Company in addition to their already successful Frosty's Train. We have also hired them to provide the Magic Snow. Once again we are partnering with the McKinney Noon Lions Club to run the Ice Skating Rink, located on Kentucky Proper, and the Snow Hill, located on E. Louisiana. The Entertainment will be street level performances this year as requested after last year's event. Lastly don't forget that the City of McKinney Christmas Tree lighting ceremony will take place on Friday, November 25th at 6:15 p.m. at Mitchell Park and that Believe 2011 will take place on Saturday, November 26th at 7 a.m. at Mitchell Park.

Budget Update

Mrs. Lake briefly gave a budget update on Dickens. The board discussed.

Downtown In December

Mrs. Lake briefly reviewed all the December activities in Downtown McKinney including Candlelight Shopping, the McKinney Rotary Parade of Lights, the 38th Annual Holiday Tour of Homes and MRT will present A Christmas Carol at MPAC the first weekend in December. She finished by stating that on December 9th MPAC will host country music star Gary Morris as he presents My Country, My Christmas at 8 p.m. in the Courtroom Theatre. The Board discussed.

Directors Report – Upcoming Events

Krewe of Barkus

Mrs. Lake announced that Krewe of Barkus will be on Sunday, February 19th from 12:30 p.m. – 4 p.m. This is the 10th year for Krewe of Barkus and the theme this year is All American Barkus. The Board discussed.

Heart Chase

Mrs. Lake then announced that the previously discussed Heart Chase will be held sometime before July. She asked if three Board members would be willing to serve on this event committee with her; Ms. LaFreniere, Ms. Klassen and Mrs. Elwell all signed on. Mrs. Lake stated that she will follow up with them once the first meeting is set.

Review and Discuss Financials

Treasurer Dell'Antonia gave a brief report on the financials. Treasurer Dell'Antonia directed everyone to review the financials that were provided in the board packet. He also mentioned that there is a new financial print out in the board packet that will hopefully make the financials easier to follow and has the information that the board really needs. The Board discussed and reviewed the statements with no further questions.

Liaison Reports – Downtown Property Owners

Ms. Klassen gave a report on the Downtown Property Owners. Ms. Klassen stated that she is currently trying to schedule a meeting of the DPO. She mentioned that she hoped that Mrs. Funderburgh, Mrs. Elwell and Ms. LaFreniere would also be able to attend the meeting as their expertise would be very beneficial to the DPO. The Board discussed.

Liaison Reports – Chamber of Commerce

Mrs. LaFreniere gave a report on the McKinney Chamber of Commerce. Mrs. LaFreniere stated that the recent State of the Community was a wonderful success and continues to strengthen some great partnerships. She also stated that the Chamber is fully supporting the Small Business Saturday, which actually co-insides with

Dickens on Saturday, November 26th. She then reviewed other news and events coming up on the horizon like the McKinney Magazine Holiday issue, Chamber's Annual Meeting, Chefs Challenge and Marketing Boot Camp that are all coming up. The Board discussed.

Liaison Reports – McKinney Conventions & Visitors Bureau

Chairman Galyean took a moment to welcome Mrs. Fogg to the McKinney Main Street Board. Mrs. Fogg then gave a brief report on the McKinney Conventions & Visitors Bureau. Mrs. Bayes also mentioned several upcoming things that the MCVB staff is focusing on for the next year. The Board discussed.

Liaison Reports – City of McKinney

Mrs. Good gave a report on the City of McKinney. Mrs. Good reminded the Board that the Veterans Memorial Park Dedication will take place this Saturday at 11 a.m and she encouraged everyone to attend. Mrs. Good announced that Planning Department recently received the Downtown Merit Award for Public Space by the International Downtown Association; hats off to their team. The Board discussed.

The Board meeting adjourned at 10:05 a.m.

Minutes approved by: _____

Johnny Galyean, Chairman of the Board