

## ***McKinney Main Street***

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

June 9, 2011

The McKinney Downtown Business Re-Development Board of Directors met in the City of McKinney City Hall, 222 N. Tennessee Street, McKinney, Texas on Thursday, June 9, 2011. Chairman Johnny Galyean called to order the regular meeting of the McKinney Downtown Business Re-Development Board at 8:33 a.m.

#### **Roll Call**

The following persons were present: Jodi Ann LaFreniere, Treasurer Jan Temples, Karen Klassen, Tom Meredith, Jennifer Cox, Molly Brewer, Jon Dell'Antonia, Renee Funderburgh, and Chairman Johnny Galyean. Main Street Board members absent: CoCo Good and George Lodge. Main Street Staff present: Main Street Program Director, Ty Lake and Main Street Assistant, Merry Caroline Canter. Guest(s) present: City Councilman Pete Huff, Mayor Pro Tem Travis Ussery, Executive Director of the McKinney Conventions & Visitors Bureau Diann Bayes, and downtown restaurant owner Chris Aparicio.

#### **Consider/Discuss/Act – Aparicio's Pride Celebration**

Chairman Galyean welcomed Chris Aparicio and asked him to review his event to the Board. Mr. Aparicio gave a brief overview of the C.C.G.L.B Pride Celebration to be held on Saturday, June 25<sup>th</sup> from 6 p.m. to 12:45 a.m. in Johnson Street between Virginia Street and Louisiana Street. The Board discussed. Ms. Brewer made a motion to support the Aparicio's Pride Celebration. Mr. Meredith seconded. The board voted; the motion was approved unanimously.

#### **Consider/Discuss/Act – Minutes of the May 19, 2011 Board Meeting**

Mr. Dell'Antonia made a motion to approve the May 19, 2011 minutes as written. Ms. Brewer seconded. The board voted; the minutes were approved unanimously.

### **Chairman/Vice-Chairman Report – Board Captain Update**

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

### **Chairman/Vice-Chairman Report – Economic Sales Piece**

Chairman Galyean moved to discuss the Economic Sales Piece and turned the update over to Mrs. LaFreniere. Mrs. LaFreniere stated that she received some great information from Mrs. Lake in order to move forward with the sales piece, she is looking to include key demographics that people would be interested in. She stated that she was planning on incorporating the information that was compiled during the consultants report and the Retail Coach in to the piece. Mrs. LaFreniere then mentioned that she would follow up with the Retail Coach as there might be some left over hours that we could utilize from their last visit. The Board discussed.

### **Chairman/Vice-Chairman Report – Image Campaign**

Chairman Galyean moved to discuss the Image Campaign and turned the discussion over to Mrs. Lake. Mrs. Lake stated that Mrs. Bush was going to take the lead on the Image Campaign, however since she has stepped off the Board, that she would take it and go ahead and get the ball rolling. Mrs. Lake mentioned that she has been talking to several merchants and they are ready to find the vision and set goals for the campaign. Mrs. Lake announced that she plans on scheduling the first meeting the week following next Tuesdays Business Monthly Meeting. The Board discussed.

### **Chairman/Vice-Chairman Report – Imagine School Proposal Update**

Chairman Galyean moved to discuss the update from the Imagine School Proposal and turned the discussion over to Mrs. Lake. Mrs. Lake announced that the Imagine School proposal has been tabled until the 21<sup>st</sup> of June by City Council. The board discussed.

### **Directors Report – Main Street Update**

Mrs. Lake gave an update on several items which included: information sharing from the City of McKinney's Arborist including upcoming plans for downtown tree-well Asian Jasmine plantings, upcoming attendance during the Texas Main Street Summer Conference,

and a recent request to visit Terrell Texas for a site visit. She stated that Terrell conducted a round table and tour with their City staff, Mayor, Council and City Leadership. The Board discussed.

Mrs. Lake moved to a brief Oktoberfest update. Mrs. Lake stated that we are already moving quickly on sponsorships and have had a few meetings already. Regarding alcohol, she stated that she is working with the City Attorney and should have news to report next month on the permitting process, consumption area and a few other logistics. Mrs. Lake also mentioned that the entertainment would be wrapped very soon; she also announced that after several years of trying; we were able to secure Brave Combo which should really be a hit this year.

Mrs. Lake then mentioned all the activities taking place this weekend in Historic Downtown McKinney; the Killis Melton Ice Cream Crank Off, which should be bigger and better than ever; the Collin Classic on Saturday, which brings 2,500 bicyclists through downtown; an antique sale at the Antique Company Mall and Second Saturdays which has been increasing in foot traffic each month for the past several months.

Mrs. Lake then gave a brief report on side street signage. She mentioned that Guy Giersch the Historic Preservation Officer for the City has recently been meeting several businesses in the twelve block area. Mainly looking at how we can reduce the sandwich board signage and come up with a corner signage plan that has a consistent look. The Board discussed.

Lastly, Mrs. Lake gave a brief update on new businesses in downtown. In addition, Mrs. Lake stated that there have been several inquiries for available space downtown. The Board discussed.

### **Directors Report – Bike the Bricks Update**

Mrs. Lake briefly reviewed the Bike the Bricks hand out and stated that the Committee had a wonderful debriefing meeting yesterday and discussed hits and misses, along with areas of improvement for 2012. The feedback received thus far has been very positive and as with any event, we will continue to improve in years to come. The Board discussed. Mrs.

Lake finished by stating that she sincerely appreciated each of the board members that played such a big role at the event, we could have not done it without each of you. The Board discussed.

### **Review and Discuss Financials**

Treasurer Temples gave a brief report on the financials. Treasurer Temples directed everyone to review the financials that were provided in the board packet. The Board discussed and reviewed the statements with no further questions.

### **Liaison Reports – Downtown Property Owners**

Ms. Klassen reported on the Downtown Property Owners. She stated that the DPO has not met in a while; however she will be working on pulling together a meeting in the near future. The Board discussed.

### **Liaison Reports – Chamber of Commerce**

Mrs. LaFreniere reported on the Chamber of Commerce. Mrs. LaFreniere gave a brief update on several upcoming meetings. Mrs. LaFreniere also reported on what was going on in the latest legislative session in Austin. Lastly, Mrs. LaFreniere announced that the Chamber is currently working on their 2012 planning and to expect new and exciting things from the Chamber and with the Buy Local Campaign.

### **Liaison Reports – McKinney Conventions & Visitors Bureau**

Mrs. Bayes reported on the McKinney Conventions & Visitors Bureau, for Mr. Lodge. Mrs. Bayes gave a brief update on Bloomin and Boomin' as it is coming up starting June 10<sup>th</sup> through July 4<sup>th</sup>, she stated that the month is full of activities. She then announced that the McKinney Smart phone App is now up and running; she then reviewed what the App included with the board. The Board discussed.

### **Liaison Reports – City of McKinney**

Councilman Pete Huff gave a report on the City of McKinney. Mr. Huff announced that this would be his last meeting with the Main Street Board as the liaison as he is rolling off the City Council; he thanked everyone and congratulated Main Street on how far the program has grown over the last several years along with the organizations success. Chairman

Galyean thanked Councilman Huff for everything that he has done for Main Street and the community itself and welcomed new Mayor Pro Tem Ussery as he will step in as city council liaison to the Main Street Board. The Board discussed.

The meeting adjourned at 9:44 a.m.

Minutes approved by: \_\_\_\_\_

Johnny Galyean, Chairman of the Board