

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

MAY 9, 2019

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 May 9, 2019 at 8:30 a.m.

Chairman Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:32 a.m. after determining a quorum present.

Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams, Kaci Lyford, Edna Brown, Ric Anderson, Doug Willmarth, Kathryn Waite, Jim Smith and Julie Williams.

Main Street staff present: Main Street Director Amy Rosenthal, City of McKinney Special Events Coordinator Andrew Jones, McKinney Main Street Program Coordinator Aaron Werner, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine, McKinney Performing Arts Center Special Events Assistant Allie Mendizabal and McKinney Performing Arts Center/Main Street Executive Assistant Belinda Kennedy. Guests: Mayor Pro Tem Tracy Rath, City of McKinney Assistant City Manager Barry Shelton, and Mary Barnes-Tilley.

Chairman Hamilton thanked Mayor Pro Tem Rath for her dedication to downtown McKinney and the Main Street Board.

19-0372 City Liaison Report

Chairman Hamilton called for the City Liaison Report. Mr. Shelton updated the Board Members on the bond election, all bonds passed. The City Elections were held also and 3 new City of McKinney Council Members were elected, the charter amendment was also passed by the voters. The Hwy 380 project is ongoing, the Red alignment was chosen by TX Dot and presented to the city, the city will continue to work with TX Dot on this project and the impact it will have on businesses and residents. One of the bonds approved was 100 million for streets, this will help with new roads but also repairing the aging roads in McKinney.

The New City Hall discussion is ongoing and a new senior center, new parks and revamp of old parks will be in progress. The downtown design phase moves forward, this will design and reconstruct Louisiana Street from Kentucky to Hwy 5 and include a study for a plaza/pedestrian place. The Board Discussed.

19-0373 Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal announced that McKinney Main Street had received its accreditation from the National Main Street and that next year the National Main Street Conference will be held in Dallas, Texas and we are hoping the attendees visit McKinney. Downtown Valet will begin soon with Audi as the sponsor. McKinney Main Street has been working with stores and the city code department concerning street signs like sandwich boards on the streets. Ms. Rosenthal asked Mr. Werner to explain the sign permits. Mr. Werner explained that Main Street will help business to fill out the permit and from June 1-14, the fee will be waived so that hopefully all businesses can get the correct permit for their signs. Ms. Rosenthal discussed some concerns brought to her by merchants concerning individuals that are not here to shop, an increasing presence of homeless individuals and concerns about several situations with shop owners. Ms. Rosenthal has been communicating that the City of McKinney is aware of the situation and at the May 21 work session for the City Council, the topic of homelessness will be discussed. The Board discussed. Ms. Rosenthal discussed the City budget review that happened on Monday, May 6, 2019, the downtown events present and investment of overtime for the City but that is a huge return on investment.

CONSENT ITEMS

19-0374 Minutes of the Main Street Board Meeting of April 11, 2019

Board members unanimously approved the motion by Board member Jolie Williams, seconded by Board member Jim Smith, to Approve and Refer the Minutes of the Main Street Board Meeting of April 11, 2019.

REGULAR AGENDA

19-0375 Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Doug Willmarth, seconded by Board member Jim Smith, to approve the Financial Reports.

19-0376 Discuss Past Events Recap: Arts in Bloom

Chairman Hamilton called for the Arts in Bloom Recap. Mr. Jones recapped this event for the Board, rain all day Saturday was very difficult. The festival was only open a few hours on Saturday but thankfully Friday and Sunday were very good, we only posted a loss of around \$400. Main Street received good feedback about the event and the local artists were happy with their tent and location. The Board discussed.

19-0377 Discuss Historic Downtown McKinney Economics Initiatives: Property Tax Info, Sales Tax Update, Pedometers, Retail Coach

Chairman Hamilton called for a discussion on Historic Downtown McKinney Economic Initiatives. Ms. Rosenthal discussed different factors affecting downtown currently. Property values are increasing but new properties were added with Playful and Davis at the Square. The Board discussed. Mr. Werner discussed pedestrian traffic counters used by other cities and they type of data that we could pull from them. Cities like Dallas, Austin and Plano all use pedestrian counters, Austin uses them on the trails in their parks to help gage usage. The counters cost approximately \$3500 each and can be moved as they are battery operated. The Board discussed. Ms. Rosenthal discussed that McKinney Community Development Corporation has a contract with Retail Coach and can provide analysis to Historic Downtown McKinney in July/August, we will have access to a dashboard report that will help us compete with

other destinations. The Board discussed. Mr. Werner will pursue a quote for pedestrian counters to be used downtown and present at a future meeting.

19-0378 Discuss Transformation Strategies - Dining/Entertainment Culinary Co-op Restaurant Week

Chairman Hamilton called for the discussion of Transformation Strategies. Ms. Rosenthal updated the Board on some planning for a restaurant week, a committee of restaurant representatives will help coordinate efforts for the new event. The Board discussed.

Ms. Willams made a motion to adjourn the meeting at 10:04 a.m.

Robert Hamilton
Chair