

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

MAY 8, 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 May 8, 2014 at 8:00 a.m.

Chairwoman Jan Temples called to order the meeting of the McKinney Downtown Re-Development Board at 8:00 a.m. after determining a quorum present. Board members present: Treasurer Jon Dell'Antonia, Molly Brewer, Jan Elwell, Chairwoman Jan Temples, Vice-Chair Karen Dawkins, Kaci Lyford, Alex Lanio, Jodi Ann LaFreniere-Ray, Jolie Williams, CoCo Good and Barry Shelton.

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 Ussery.

14-424 Minutes of the Main Street Board Meeting of April 10, 2014

The Board unanimously approved the motion by Jon Dell'Antonia, seconded by Jan Elwell to approve the minutes of April 10, 2014.

Chairwoman Jan Temples requested that the minutes and agenda be sent to Board members prior to the meeting.

DISCUSSION ITEMS

14-425 Discuss Event Recap

Ms. Rosenthal updated the board on the Arts in Bloom event, summarizing the event as successful overall, the good weather contributed to a positive turn out and the Kentucky construction zone was successfully used to host a small street fair.

14-426 Discuss Bike The Bricks Event/Planning

Ms. Rosenthal began the discussion for the upcoming Bike the Brick event by recapping sponsorships and updating the board on funding for the event. Ms. Rosenthal stated that sponsorships continue to be a challenge and invited board members to help any way possible. Ms. Rosenthal discussed the VIP packages for the event, a cooler raffle, donations of food items from Trader Joes and the plan for a parking shuttle utilizing the First Baptist parking lot and Taps. Ms. Rosenthal requested help with the event from the board members in the areas of food prep, beer concessions and volunteer check-in. Ms. Rosenthal presented the budget for the event to the board and discussed the shortfall projection.

REPORTS

14-427 Discuss Liaison Reports

Two guests from the city planning department addressed the board concerning downtown, Michael Quinn, Director of Planning and Matt Robinson, Planning Manager. They discussed downtown vacancy, parking issues, construction, and offered assistance to the board concerning any issues related to planning.

Ms. Coco Good gave the liaison report for the city; she discussed airport and MEDC billboards promoting McKinney and a full-page ad coming up in the American Airlines magazine.

Ms. Rosenthal then took the opportunity to introduce Aaron Werner and he discussed with the board the new Facebook page that combined the McKinney Main street page and the McKinney Performing Arts Center page.

The board also discussed the new issue of D Magazine, which featured Kaci Lyford and downtown McKinney.

14-428 Discuss Financial Reports

Treasurer Jon Dell'antonia presented the financial documents to the board, which included a balance sheet and profit and loss statement. The Board reviewed and then made a motion to approve which was made by Ms. Williams and seconded by Karen Dawkins; the board unanimously approved the financial documents.

REGULAR AGENDA

14-429 Consider/Discuss/Act on Secretary/Treasurer Duties Update

Ms. Rosenthal presented to the board changes to the by-laws concerning the responsibilities of the treasurer, the board reviewed the changes and then Ms. LaFreniere-Ray made a motion to approve, seconded by Ms. Williams and unanimously approved by the Board. Mr. Dell'Antonia added that the by-law changes would be sent to City Council for final approval.

14-430 Consider/Discuss/Act on Oktoberfest Subcommittee Recommendations

Ms. Hancock summarized for the Board the recommendations of the Oktoberfest subcommittee. The committee had met and discussed several topics concerning Oktoberfest including how to raise funds, sending out a save the date notice, and extending the festival to Sunday. The Board discussed and agreed to approve the recommendations of the subcommittee pending presentation and approval of the downtown merchants.

Ms. Rosenthal took a few minutes to address the board concerning the February retreat and committee topics including the engraved brick project and possible funding.

Before adjourning, Chairwoman Temples invited City Council Mayor Pro-tem Travis Ussery to speak, He thanked the staff and Board members and discussed that the city council is busy, lots of activity going on with the city.

Chairwoman Temples adjourned the meeting at 9:57a.m.

Jan Temples
Chair