

## **McKinney Main Street**

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

**FEBRUARY 8, 2018**

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 February 8, 2018 at 8:30 a.m.

Board members present: Alex Lanio, Edna Brown, Jolie Williams, Kaci Lyford, Amber Gutschlag, Ric Anderson, Courtney Ward and Doug Willmarth. Absent: Robert Hamilton.

Chairman Alex Lanio called the meeting of the McKinney Downtown Business Re-Development Board to order at 8:31 a.m. after determining a quorum present.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Director Aaron Werner, City of McKinney Special Events Coordinator Geoff Fairchild and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilwoman Tracy Rath, City of McKinney Assistant City Manager Barry Shelton, Andrew Jones, and Jim Latino.

#### **18-128** City Liaison Report

Mr. Shelton updated the Board on the following city topics. Farmers Market wants to stay in their current location until the construction is complete around Chestnut Square. The 380 bypass planning has been taken over by TXDOT and the City comprehensive plan is being restarted. The City purchased 190 acres east of the airport to allow future expansion if and when needed. The Board discussed.

#### **18-129** Director's Report

Ms. Rosenthal updated the Board on the Cultural Arts District request. This was discussed at a City of McKinney Council work session and we are moving forward, the letter of intent was filed and the application is due in June. Ms. Rosenthal discussed the upcoming Bike the Bricks event. Tupps has contacted Main Street and asked to participate. Main

Street has sponsorships in place for this event and are working on options. The Board discussed. The Board expressed interest again in cancelling this event. Councilwoman Rath advised the Board members to take it in front of the City Council. The Board discussed. Ms. Rosenthal reminded the Board of the upcoming Krewe of Barkus Parade this Sunday.

**18-130** Minutes of the Main Street Board Meeting of December 14, 2017

Board members unanimously approved the motion by Board member Williams, seconded by Board member Anderson, to approve the Minutes of the Main Street Board Meeting of December 14, 2017.

**18-131** Minutes of the Main Street Board Meeting of January 16, 2018

Board members unanimously approved the motion by Board member Williams, seconded by Board member Anderson, to approve the Minutes of the Main Street Board Meeting of January 16, 2018.

**18-132** Consider/Discuss/Act on Financial Reports

Ms. Gutschlag discussed the current financial reports. There were not a lot of changes for this month. We did receive half of the Polish the Gem grant funds and we have been receiving artists and vendor fees for Arts in Bloom. Board members unanimously approved the motion by Board member Brown, seconded by Board member Lyford, to approve the financial reports.

**18-133** Consider/Discuss/Act on 2nd Saturday Merchant Request

Mr. Jones from Fair and Square Imports presented to the Board a request for support of a merchant driven promotion of 2<sup>nd</sup> Saturday. In an effort to build support for extended hours and family friendly events, a group of merchants are leading a promotional drive that would ask merchants for a monetary contribution to go towards marketing and entertainment. Mr. Jones explained the plans of the merchant group and asked the Board if Main Street could assist in the holding of the money collected and then in the payment of the expenses incurred with the

funds. The Board discussed. Ultimately, the Board moved to be in favor of this proposal pending a later agreement that would contain more specifics concerning the money collected. The Board unanimously approved the motion by Board member Willmarth, seconded by Board member Lyford, to approve that the Main Street Board resolve to be in support of this initiative. Main Street will set up the fund and administer subject to an agreement made at a later date and pending required approval from the City of McKinney.

**18-134** Consider/Discuss/Act on Downtown Gift Card Program

Mr. Werner discussed the possibility of a downtown gift card program with the Board. Mr. Werner explained that he had researched similar programs and that the Board has the opportunity to listen to a conference call with the company EML which provides this type of service. The Board participated in this call, listening to the explanation and options offered by EML to provide a gift card program for downtown merchants. After the conference call ended, the Board discussed the associated costs and pros and cons of starting a program. This topic will be researched further.

**18-135** Discuss Santa on the Square Recap 2017

Chairman Lanio discussed with the Board the meeting with Volunteer McKinney concerning Santa on the Square. Volunteer McKinney expressed concern over operating during Home for the Holidays and Main Street will work with them to come up with a solution for next year.

**18-136** Discuss Upcoming Events - Krewe of Barkus and Arts in Bloom

This item was not discussed due to time restraints.

**18-137** Discuss Strategic Planning Meeting Results

This item was not discussed due to time restraints.

Chairman Lanio adjourned the meeting at 10:47 a.m.

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ALEX LANIO  
Chairman