

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

AUGUST 10, 2017

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 August 10, 2017 at 8:30 a.m.

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

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:34 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, Assistant City Manager Barry Shelton, Rick Glew and Doug Wilmeth.

17-787 City Liaison Report

Mr. Shelton updated the Board on the progress of the two city parking lots, paving is done, painting and lighting should be done so the lots can open soon. The Farmers Market has successfully relocated to Hunt and Tennessee due to construction near Chestnut Square. Chestnut commons garage is in the works and should be open by April 4, 2018. McKinney City Council chambers are under construction to update audio/visual equipment and all meetings have been relocated. Please check the city website if you are planning to attend a council meeting or other boards and commissions meeting to obtain the correct location.

Ms. Rath updated the Board on the city budget process. It is a working project and includes a reduction in the tax rate.

17-788 Director's Report

Ms. Rosenthal began by reminding the Board that make-up interviews for Board and Commissions appointments are August 26 and appointments will be made on August 28. Ms. Rosenthal announced that McKinney Main Street has made the top 10 in the grant application for improvements to the MPAC, McKinney is the only city in Texas selected and we will receive \$20,000 to promote the grant voting process. On October 6 and 7 there will be a free concert and then open house at MPAC to promote the voting process. Ms. Rosenthal thanked Matt Hamilton for his help in successfully relocating the Farmers Market, everyone has been positive about the relocation. Ms. Rosenthal updated the Board on the Downtown Membership drive, we are up 18 new memberships. The shoppers guide will be updated and a new slogan is in the works, Historic Good Times. Dash continues to grow in popularity as more people are aware of the shuttle service. Visitors and guests love it. The Texas Downtown State Conference will be held in McKinney on November 7-10. This is a huge opportunity to showcase downtown as 300 attendees are expected with National and State speakers. Board members are invited to attend. Ms. Rosenthal was happy to report that McKinney Main Street will receive a grant from MCDC for \$15,000 for Oktoberfest.

17-789 Minutes of the McKinney Main Street Board Meeting of July 13, 2017

Board members unanimously approved the motion by Board member Amber Gutschlag, seconded by Board member Robert Hamilton, to approve the Minutes of the McKinney Main Street Board Meeting of July 13, 2017.

17-790 Consider/Discuss/Act on Financial Reports

Ms. Gutschlag updated the Board on the financial reports. We are in a good financial position with about \$30,000 more than this time last year, the rainy day fund is at \$10,000. Board members unanimously approved

the motion by Board member Jolie Williams, seconded by Board member Kaci Lyford, to approve the financial reports.

17-791 Subcommittee Reports: Oktoberfest, Home for the Holidays, Merchant Relations

Oktoberfest subcommittee report: the committee would like to try to capture attendance by clicking at the entrances. This will require 64 volunteers to monitor the entrances, the Board discussed. Suggestions for other ways to track attendance were discussed due to the large number of volunteers that would be needed to handle the entrances, turnstiles or other services that offer estimates for attendance and hours of activity. The Board discussed.

Ms. Ward discussed the merchant relations subcommittee topics. They are working on surveys to be submitted to merchants, working on reaching merchants and letting them know what Main Street is doing and how it benefits them, hoping to communicate success stories that they can relate to. The Board discussed.

Ms. Lyford updated the Board on the Home for the Holidays subcommittee, working on all season decorations, decorations for poles and things that will look good during the day and at night. Main Street will be buying the decorations as an investment instead of spending money on the rentals each year. The Board discussed.

Chairwoman Elwell adjourned the meeting at 9:47 a.m.

JAN ELWELL
Chair