

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

AUGUST 8, 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 August 8, 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, Edna Brown, Ric Anderson, Doug Willmarth, Kathryn Waite, Kaci Lyford and Jim Smith.
Absent: 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. Guests: City of McKinney Assistant City Manager Barry Shelton and Tom Meredith, Cleo Meredith and Jennifer Gerber.

Chairman Hamilton called for citizen comments.

Cleo Meredith asked questions regarding the number of food vendors, event layout and event programming for Main Street festivals.

Tom Meredith spoke concerning information about Tirz and also commented on event vendors and event programming.

19-0635 City Liaison Report

Chairman Hamilton called for the City Liaison Report. Mr. Shelton updated the Board on the following items, National Night Out had 61 parties across the city, and some had mounted patrol, fire trucks and bounce houses. The downtown parking study is going on, they are using drones, we have 2981 parking spaces in downtown including public and private lots, the 2 new garages are underutilized, they are hoping to bring the report to City Council in October. There will be a new code enforcement program, code enforcement has been around for 50+ years,

the city wants to work to keep homes maintained before it's too late, the City and CDC have funds to assist people who cannot afford repairs, the goal is compliance, not ticketing. Concerning the plants on Hwy 5, 2 are concrete and one is lime, complaints concern lights, noise and dust, City is working to get the plants to move and address the issues, the plant malfunction 3 weeks ago is a Martin Mariota issue, not a city issue. The Mayor has created a Homeless committee, the committee includes city, county and isd representatives and non-profits with the goal to help people who are newly homeless or soon to be homeless, and they will be coming forward with ideas and investigating a resource center at the Library. The Library is looking for ways to renovate the courtyard with landscaping to create an event space. CIP Open House will be Tuesday night at 6pm, Downtown construction is tough, city is working to get it planned and sequenced properly.

19-0636 Director's Report

Chairman Hamilton called for the Director's report. Ms. Rosenthal updated the Board on Valet service, week 9 was light, Second Saturdays continue to be the largest weeks, we have a survey out to the businesses about the valet program and are also handing out a survey to customers, comments from customers are off the charts in indicate they are willing to pay for the service, and update will be presented to City Council on August 20. The Board discussed. Ms. Rosenthal updated the Board on the Neon sign project, Presented in July, we should hear from TCA in early September. At the Business monthly meeting the Retail Coach presented information concerning comp shopping districts and foot traffic for 2017-2019. Main Street has a billboard up on 75 to promote downtown McKinney and we have ads on American Airlines flights.

19-0637 Minutes of the Main Street Board Meeting of July 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 July 11, 2019.

19-0638 Consider/Discuss/Act on Financial Reports

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

19-0639 Discuss Upcoming Events: Oktoberfest

Chairman Hamilton called for an update on Oktoberfest. Mr. Jones updated the Board on the Oktoberfest plans. We have looked over the general layout, stages will remain in the same places, we have adjusted the seating around MPAC and removed 2 tents, the set-up will be staggered, similar to Arts in Bloom set-up, Carnival set-up starts on Tuesday, Tennessee and Kentucky will close early on Thursday, Virginia and Louisiana will stay open, inbound traffic will be stopped at 5pm. New for this year, we will open early Friday, noon to 4:30 will be happy hour, we are hoping to get more people here Friday to shop, we will have free valet Thursday during set-up. For marketing we are doing a guideline wrap with Dallas Morning news, we have the Munich trip give-away, we also have digital and social media marketing. The Board discussed. Ms. Rosenthal added that we spend \$30,000 in marketing, our intent is to bring people downtown for the weekend and to promote Downtown, and this event sustains Main Street for the rest of the year. The Board discussed.

19-0640 Consider/Discuss/Act on Dash Shuttle Updates

Chairman Hamilton called for an update on the Dash shuttle. Ms. Rosenthal explained to the Board about the shuttle drivers and the options that we have to lower the cost by bringing them on as employees of the non-profit instead of using the staffing company, there would be payroll costs but we would still be able to lower the expenses and bring back the hours that we cut. The Board discussed. Mr. Smith made a motion for

McKinney Main Street to hire the Dash drivers as employees of the non-profit, the motion was seconded by Ms. Waite and all Board members voted to approve the motion.

CITIZEN COMMENTS

There were no Citizen comments at this time.

Ms. Smith made a motion to adjourn the meeting at 10:00am.

Robert Hamilton
Chair