

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

APRIL 15, 2021

The McKinney Downtown Business Re-Development Board of the City of McKinney, Texas met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee Street, McKinney, Texas on Thursday, April 15, 2021 at 8:30 a.m.

McKinney Main Street Chairman Robert Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:33 a.m. after determining a quorum present. Board members present Robert Hamilton, Julie Williams, Ric Anderson (via Zoom), Doug Willmarth, Taylor Phelan (via Zoom), Kyle Branch (via Zoom) and Chris Wilkes.

Absent: Kathryn Waite, Preston Schwalls, Jolie Williams

Main Street staff present McKinney Main Street Director Amy Rosenthal, City of McKinney Special Event Coordinator Gregory Hearn, City of McKinney Downtown Development Manager Andrew Jones, City of McKinney MPAC Marketing and Development Specialist Jakia Burnell (via Zoom) and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Mayor Pro Tem Rainey Rogers, City of McKinney City Councilman Rick Franklin, Kathryn McGill and Jim Latino.

21-0281 City Liaison Report

Chairman Hamilton called for the City Liaison Report. Councilman Franklin updated the Board on the upcoming Byron Nelson Golf Tournament, only 3 weeks away, lots of planning and working going on, will be a great event for the City.

21-0282 Director's Report

Chairman Hamilton called for the Director's report. Ms. Rosenthal reminded the Board about the upcoming Chamber Community award; we have 4 seats at the Main Street table. The east McKinney projects open house was March 31, the online presentation is available for those

not able to attend. There will be volunteer opportunities at the Byron Nelson for Board members and staff if anyone is interested. Early voting is going on, and election day is May 1, a run-off will be needed if no candidate is over 50%. Main Street received the sales tax for January 2021, is was down 2%. The light-up Louisiana project is ongoing, with another update planned for April 20. The Parking consultant study findings will be presented to City Council in May. The Dash shuttle has been utilized at the vaccination hub but will be returning to service downtown at the end of April. On Tuesday, April 20 Main Street will present an update to City Council on the silo project. Our next board meeting is May 13 and we would like to return to in person meetings. Ms. Rosenthal welcomed Gregory Hearn as the new Special Events Coordinator.

21-0283 Minutes of the Main Street Board Meeting of March 11, 2021.

Chairman Hamilton called for review of the Minutes of the Main Street Board meeting from March. Board members unanimously approved the motion by Board member Taylor Phelan, seconded by Board member Chris Wilkes, to Approve and Refer the Minutes of the Main Street Board Meeting of March 11, 2021.

21-0284 Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for review of the financial reports. The Board discussed. Board members unanimously approved the motion by Board member Julie Williams, seconded by Board member Taylor Phelan, to Approve the Financial Reports.

21-0285 Subcommittee Updates

Subcommittee members provided updates to the Board members. The Board discussed.

21-0286 Recap Arts in Bloom 2021

Ms. Rosenthal updated the Board on Arts in Bloom 2021. We had a great event and want to Thank everyone who volunteered and worked to make

the festival a success. Our attendance estimates are for Friday, 10,000, Saturday, 25,000 and Sunday, 12,000. Our ticket sales and concessions exceeded 2019 and we are very happy with the event and will be able to report numbers next month. Mr. Jones recapped the changes to the load in process which was well received by the vendors and a survey will be sent out. We had a few wind challenges during the event and the construction zone presented some challenges but overall, the event went very well. The Board discussed.

21-0287 Discuss Upcoming Events

Ms., Rosenthal discussed the upcoming events, Texas Music Revolution is June 4-5 in downtown McKinney, ticket sales are going well, should be a great event. The Pickle ball tournament is coming up next weekend, all hotels are full so lots of visitors to McKinney and hopefully downtown. Empty Bowls is April 29 at MPAC, this is an awesome community event and is very well attended. The Board discussed.

Mr. Phelan made a motion to adjourn the meeting at 9:30 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the Main Street Board on: _____

ROBERT HAMILTON
Chairman

KATHRYN WAITE
Secretary / Treasurer