

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JUNE 9, 2016

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 June 9, 2016 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:36 a.m. Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Amber Gutschlag Rebecca Drekman, and Ric Anderson.

Board members absent: Edna Brown and Robert Hamilton.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Aaron Werner and McKinney Special Events Coordinator Geoff Fairchild.

Guests: City of McKinney Mayor Pro Tem Randy Pogue, City of McKinney Marketing and Development Coordinator Michelle Feldker and Rick Glew.

16-601 City Liaison Report

Mayor Pro Tem Pogue updated the Board on the selection of the new city manager and also the nine-acre development which will be signed over in July. There are two new parking areas that will be paved for the downtown area. The Costco is making substantial progress.

16-602 Director's Report

Ms. Rosenthal updated the Board on the SERVE McKinney event coming up at Collin Higher Education Center from 5:30 – 7:30 p.m. Ms. Rosenthal asked the Board to review the attendance sheets and advise of any changes prior to June 15. Board applications are due. If a Board member's term is expiring, a new application needs to be completed. Ms. Rosenthal announced that McKinney Main Street made it to the top 10 for the main street contest. Ms. Rosenthal updated the Board on the city

budget process and based on initial plans there is a \$62,000 gap. Possible funding options for that would be hotel/motel tax, sponsorship/grant funds, and/or a membership program.

16-603 Minutes of the Main Street Board Meeting of May 12, 2016

Board members unanimously approved the motion by Board member Rebecca Drekmann, seconded by Board member Kaci Lyford, to approve the minutes of the Main Street Board meeting of May 12, 2016.

16-604 Consider/Discuss/Act on Financial Reports

Ms. Gutschlag presented the financial documents to the Board. Arts in Bloom vendor booth income is outstanding for this year. Ms. Gutschlag discussed with the Board the idea of creating a rainy day fund by taking a small percent from profitable events and putting it aside, and also the possibility of doing the same for a downtown development fund. The idea will be presented for a vote at a future meeting. Board members unanimously approved the motion by Board member Alex Lanio, seconded by Board member Kaci Lyford, to approve the Financial Reports.

16-605 Discuss Past Events

Ms. Rosenthal updated the Board on the progress to change the number of days for Arts in Bloom. Block captains will help survey downtown merchants to get an idea of what the stores would like to see. After the survey process is completed, Main Street will present to Council. Ms. Rosenthal discussed the downtown feedback for Bike the Bricks and the possibility of changing the date going forward.

16-606 Discuss Future Events

Ms. Rosenthal updated the Board on the planning process for Oktoberfest and distributed copies of marketing material. The steins have been ordered and other plans are in the works. The Board discussed concerns surrounding local brewery participation.

16-607 Discuss Downtown Memberships

Ms. Rosenthal discussed the idea of downtown memberships and the Board will form a marketing sub-committee to research and plan.

Chairwoman Elwell adjourned the meeting at 10:30 a.m.

JAN ELWELL
Chair

