

## **McKinney Main Street**

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

**OCTOBER 8, 2015**

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 October 8, 2015 at 8:30a.m.

#### **CALL TO ORDER**

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:30 a.m. after determining a quorum present. Board members present: Jan Elwell, Alex Lanio, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton, Rebecca Drekmann, and Ric Anderson.

Absent: Kaci Lyford

Main Street Staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Main Street Program Coordinator Elizabeth Hurst, and McKinney Main Street Executive Assistant Belinda Kennedy.

Guests: Mayor Pro-Tem Travis Ussery, Tom Muehlenbeck, City of McKinney Interim City Manager, Barry Shelton, City of McKinney Assistant City Manager, Coco Good, City of McKinney Director of Communications and Marketing, Sandy Hart, City of McKinney City Secretary, Chandler Merritt, City of McKinney Interim Assistant to the City Manager, and Rick Glew, McKinney Community Development Corporation.

#### **15-958** Oaths of Office

City Secretary Sandy Hart gave the Oath of Office to one new board member, Ric Anderson and 3 re-appointed board members Jolie Williams, Alex Lanio and Chair-woman Jan Elwell.

#### **15-959** November 3, 2015 Bond Election Presentation

Interim City Manager Mr. Tom Muehlenbeck presented the 2015 Bond Election Propositions to the board members. Mr. Muehlenbeck explained

that the bond election contains 7 individual propositions that will be voted on by the city of McKinney residents, the bonds represent \$160 million in bond projects with no tax increase. Mr. Muehlenbeck showed a video and explained each of the seven propositions and then accepted questions from the board. The Board discussed.

**15-960** Election of Officers

The position of Secretary/Treasurer was vacated when board re-appointments were assigned by the City of McKinney Boards and Commissions. Chair-woman Jan Elwell nominated Amber Gutschlag for the position of Secretary/Treasurer with a second from Robert Hamilton. The Board acknowledged that the chair and co-chair positions held by Jan Elwell and Alex Lanio were seeking re-election. A motion was made by Edna Brown to elect Jan Elwell, Chair-woman, Alex Lanio, Vice-Chair, and Amber Gutschlag, Secretary/Treasurer; this motion was seconded by Robert Hamilton and all board members present voted in favor of the new officer positions.

REPORTS

**15-961** City Liaison Reports

Mr. Barry Shelton updated the Board on the City of McKinney comprehensive plan and invited the Board members to attend the planning meetings and the CC Higher Education Center. Mr. Shelton also informed the board of the success of the planning department booth at the recent Oktoberfest festival in downtown, explaining that the planning department felt they had gathered good information from citizens they might not normally reach.

Ms. Coco Good informed the Board that her department is working on the Annual report, a national award winner in the past years, the new annual report will be presented at the November 5 State of the City event. Ms. Good highlighted some upcoming promotional activity for the city and

downtown through a partnership with the CVB to place national ads.

**15-962** Director's Report

Ms. Rosenthal began the Director's report by thanking the Board and the City for the amazing support for Oktoberfest, the festival could not be held with the support of other city departments and staff and Main Street greatly appreciated this. Ms. Rosenthal presented the financial reports to the Board members in the absence of a Secretary/Treasurer, the Board reviewed and discussed.

CONSENT ITEMS

**15-963** Minutes of the Main Street Board Meeting of September 10, 2015

Board members unanimously approved the motion by Board member Jolie Williams, seconded by Board member Edna Brown, to Approve and Refer 15-963 Minutes of the Main Street Board Meeting of September 10, 2015 with a correction for the Chair-woman last name on the document, changed from Temples to Elwell.

DISCUSSION ITEMS

**15-964** Discuss Past Event Recap - Oktoberfest & Wish 100

Ms. Rosenthal presented an Oktoberfest recap to the Board members. Currently the net income is approximately \$127,593, this number could change slightly based on final billing for services. The expenses for 2015 are higher due to increase in the size of the marketplace, layout of the stages and hiring bartenders and cashiers instead of using volunteers. Ms. Rosenthal stated that the Main Street staff collected data from a patron survey and also from downtown merchants to analyze the pros and cons of the festival and suggest changes for the future. The board discussed.

Ms. Rosenthal updated the Board on Wish 100, a downtown bike rally that took place on October 3, highlighting that the event had over 700 riders but caused the streets to be closed again the weekend after

Oktoberfest and is logistically challenging in downtown. The board discussed.

**15-957** Discuss Upcoming Events - Scare on the Square & Home for the Holidays

Ms.Hurst updated the Board on the plans for Scare on the Square, the hours have been extended to 4-7pm and a larger costume contest with prizes will be held to attract children and families with individual and group categories. The board discussed.

Ms. Rosenthal explained to the board some ideas for Home for the Holidays, based on merchant feedback from the Oktoberfest surveys some changes were being considered to highlight more downtown merchants and shopping. The board discussed the purpose and function for Main Street, is it to benefit downtown or benefit McKinney. Allowing outside vendors that compete with downtown vendors takes away from merchant sales but in order to not lose the festival feel and disappoint festival goers there needs to be a balance. The board discussed.

REGULAR AGENDA

**15-965** Consider/Discuss/Act on Home for the Holidays Format

The Board discussed the possible changes to the Home for the Holidays format but no motion was made so this item is tabled indefinitely. The board asked that the Main Street staff present the options to the merchants of downtown at the Business monthly meeting held October 13, 2015 and then finalize plans for vendors, activities and entertainment based on that feedback.

CITIZEN COMMENTS

There were no citizen comments at this meeting.

ADJOURN

Chair-woman Jan Elwell adjourned the meeting at 10:28 a.m.

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JAN ELWELL  
Chair

