

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

AUGUST 11, 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 August 11, 2016 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:32 a.m. Board members present: Jan Elwell, Alex Lanio, Jolie Williams, Amber Gutschlag, Edna Brown, Robert Hamilton and Ric Anderson.

Absent: Rebecca Drekmann, Kaci Lyford.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Aaron Werner, MPAC Marketing Coordinator Jakia Dudley-Faine, McKinney Special Events Coordinator Geoff Fairchild and MPAC/Main Street Executive Assistant Belinda Kennedy.

Guests: City of McKinney Mayor Pro-Tem Randy Pogue, City of McKinney Assistant City Manager Barry Shelton and City of McKinney Marketing and Development Coordinator Michelle Feldker.

16-786 City Liaison Report

Mr. Shelton began by updating the Board on the New McKinney City Manager, Mr. Paul Grimes, who joined the city on August 1, 2016. Mr. Shelton informed the Board about plans to add downtown parking spaces by paving or restriping current lots. The city will add approximately 100 spaces on the Wysong lot and 95 spaces at a lot leased from the First United Methodist Church. The nine acre development at Tennessee and Davis could begin construction as early as November 1 and will be completed in two phases. The three city departments currently located in Annex B will be relocated to offices close to the downtown area.

16-787 Director's Report

Ms. Rosenthal's report included her vacation travels to several other Main Street towns in Texas: Bastrop, Lockhart, Hico, Wimberly, San Marcos and Hamilton. While many have Court Houses, few have as vibrant a downtown as McKinney. Ms. Rosenthal discussed the authentic/commercial balance and local/visitor balance of these other cities versus McKinney. Ms. Rosenthal updated the Board on the progress for the Downtown Membership program. There are 86 participants so far. The funds will be used to print maps, directional signage and additional advertising. The city has started a new program to monitor KPI's or Key Performance Indicators. Many of the KPI's for Main Street are already measurements that we report to the Texas or National Main Street programs. Some examples of the KPI's are Number of Main Street programs, events, activities; attendance at events; number of new businesses, etc. Ms. Rosenthal updated the Board on issues concerning noise ordinance and sign ordinance violations, concerns with construction parking permits and street entertainer regulations. The Board discussed. Ms. Rosenthal then discussed the plans for Arts in Bloom 2017. A group of McKinney artists have voiced concern over costs and other issues with the event. Plans are still ongoing and the Board discussed.

16-788 Minutes of the Main Street Board Meeting of July 14, 2016

Board members unanimously approved the motion by Board member Amber Gutschlag, seconded by Board member Robert Hamilton, to approve the Minutes of the Main Street Board Meeting of July 14, 2016.

16-789 Consider/Discuss/Act on Financial Reports

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

16-790 Consider/Discuss/Act on Establishing a "Rainy Day" Account and Accompanying Criteria

Ms. Gutschlag discussed the idea of putting aside a certain amount of money from profitable events to save for unforeseen costs if events are rained out/cancelled. The idea to save a percentage of the profits to be put aside could help the board manage expenses when there is a shortfall from an event. The Board discussed several options including what percentage, how would it be decided if the funds were to be accessed? This item was tabled to the next meeting so that specific parameters could be formulated and then voted on.

16-791 Consider/Discuss/Act on Establishing an Award Program for Qualifying Downtown Merchants

Ms. Gutschlag discussed the idea of putting aside funds from profitable events to create an awards/grant program for downtown merchants. The Board discussed. This item was tabled to be referred to a subcommittee to further discuss and decide on the parameters for a program.

16-792 Discuss Upcoming Events

Ms. Rosenthal discussed the upcoming Oktoberfest event. Steins have been ordered, budget is in progress, new areas for the festival include a competition and games area, we are in need of volunteers, advance tickets sales plans are underway as well as shuttle service. Cash revenues so far are doing well, \$16,000 in sponsorships, vendor fees projection is \$20,000, and expo booths are \$7,500. Expenses are still in progress with estimates being updated daily.

Chairwoman Elwell adjourned the meeting at 9:56 a.m.

JAN ELWELL
Chair