

**McKinney Main Street**  
**aka McKinney Downtown Business Re-Development Board**

**SEPTEMBER 11, 2014**

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 September 11, 2014 at 8:30a.m.

Chairwoman Jan Temples called to order the meeting of the McKinney Downtown Re-Development Board at 8:35 a.m. after determining a quorum present. Board members present: Jon Dell'Antonia, Molly Brewer, Jan Elwell, Jan Temples, Renee Funderburgh, Karen Dawkins, Kaci Lyford, Alex Lanio, Jolie Williams, Kaci Lyford and Barry Shelton.

Absent: Bonnie Shafto, Jodi Ann LaFreniere

Main Street staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Main Street Program Coordinator Michelle Hancock, McKinney Main Street Executive Assistant Belinda Kennedy and McKinney Performing Arts Center Marketing Development Specialist Aaron Werner. Guests: City Council Mayor Pro-Tem Travis Ussery and Matt Hamilton from Local Yocal Farm to Market.

**CONSENT ITEMS**

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

**14-894** Minutes of the Main Street Board Meeting of August 14, 2014

The Board unanimously approved the motion by Jolie Williams, seconded by Jon Dell'Antonia to approve the minutes of August 14, 2014.

**DISCUSSION ITEMS**

**14-895** Discuss New Downtown Business Introduction

No New Business Introduction at this time.

**14-896** Discuss Upcoming Events Update - Oktoberfest, Wish 100, Home for the Holidays

Ms. Rosenthal updated the Board on the planning and progress for Oktoberfest 2014. Ms. Rosenthal reviewed the TABC permits purchased for the event and informed the Board of the new Brew master class to be held in MPAC on Saturday and Sunday of the festival. Ms. Rosenthal updated the Board concerning security and police presence at the festival, there will be less police officers but they have added Citizens on Patrol to help. As discussed in previous meetings, local organizations will be staffing the beer tents in exchange for a donation made to their organization; we have confirmed Lions Club, McKinney Repertory Theatre/YAG, and Hope Rising. Main Street will also be paying professional servers to manage the beer tents. Ms. Rosenthal reviewed the budget included in the board packet, highlighting that some expenses are increased for this year with the addition of the third day for the festival. Ms. Rosenthal then gave a marketing update, Main Street received a grant from MCDC to help promote Oktoberfest, the money must be spent outside McKinney so we will have radio, TV and billboard ads in place. Event signage is being completed by I Candy Graphix, the Board discussed ticket booth signage and concerns to make sure that guests are able to locate the booths.

Ms. Rosenthal then gave a brief update on Wish 100, highlighting challenges for the event as fundraising and logistics with the event being the weekend after Oktoberfest. Ms. Rosenthal asked that the Board evaluate this event at a future meeting to decide about going forward for next year.

Ms. Rosenthal then shifted to Home for the Holidays, asking the board for an opinion on the Snow Hill. Ms. Rosenthal stated that last year we paid \$11,000 for the Snow Hill and we made \$4000 so she asked if the board thought that we should sign the contract for this year. The board

discussed and decided to go ahead with the contract based on the popularity of the snow hill. Ms. Rosenthal then asked Ms. Lyford to update the board on ideas that she has been working on for Home for the Holidays in terms of creating a Santa's village on the Square. She introduced to the board Edward Carrol from Integrity Custom Homes and Matthew Peterson, a design architect, they presented to the board drawings and a concept for small playhouses to be built and create a Santa's village, the board discussed. The suggestion was made to form a sub-committee for Home for the Holidays which everyone agreed with.

## REPORTS

### **14-897** Discuss Financial Reports

The board reviewed the included financial reports.

### **14-898** Director's Report

Ms. Rosenthal discussed the downtown survey and highlighted some of the results, mixed feeling on events and benefits. Mr. Sheldon discussed the concept of a Property Improvement District which is a possibility for the downtown area.

### **14-899** City Liaison Reports

No city liaison reports were given at this time.

Before adjourning, Ms. Rosenthal announced the three members whose term of service is expiring, she thanked Karen Dawkins, Bonnie Shafto and Jan Temples for their service to the board and Main Street and presented each with a brick plaque. Chairwoman Temples expressed her appreciation to the staff and other board members and also to Mayor Pro-Tem Ussery for his support of McKinney Main Street.

## ADJOURN

Chairwoman Temples adjourned the meeting at 10:08 a.m.

McKINNEY MAIN STREET

<DATE>

PAGE 4

---

JAN TEMPLES  
Chairwoman

McKINNEY MAIN STREET

<DATE>

PAGE 5