

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

SEPTEMBER 10, 2020

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 September 10, 2020 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: Chairman Robert Hamilton, Vice-Chair Jolie Williams, Doug Willmarth (via zoom), Preston Schwalls (via zoom), Kaci Lyford, Julie Williams (via zoom) and Ric Anderson.

Absent: Jim Smith, Taylor Phelan

Main Street staff present McKinney Main Street Director Amy Rosenthal, City of McKinney Main Street Program Coordinator Aaron Werner, McKinney Performing Arts Center Marketing Coordinator Jakia Brunell and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Mayor Pro Tem Rainey Rogers, Assistant City Manager Kim Flomm, Rick Glew and Kathryn McGill.

20-0778 City Liaison Report

Chairman Hamilton called for the City Liaison Report. Ms. Flomm updated the Board on the following items. The Downtown parking management study is in progress, the study will include public engagement. The third meeting for the committee put together to recommend what to do with the Throckmorton statue is next Thursday. The first meeting covered the who/what/where about the statue, the second meeting covered what the options are, and the third meeting will be public comments. Ms. Flomm discussed updated with Covid funding; Collin county has small business grants available on a first come/first serve basis. The Tupps expansion/relocation by the flour mill will help capitalize on that area and plans include outdoor public spaces.

20-0779 Director's Report

Chairman Hamilton called for the Director's report. Ms. Rosenthal updated the Board on the Texas Music Revolution, a grant was submitted for \$21, 000 for the event, the contract is still in progress with the city for the event. The Light-Up Louisiana project is going well and on schedule, Main Street will plan an event to premier the new area. Ms. Rosenthal updated the Board on Sales Tax numbers for downtown, March -36%, April -38% and May -16%, hopefully the summer numbers will come in stronger and we are going into fall/holiday season which will be different due to Covid. Ms. Rosenthal announced the new Board members that will be joining the Main Street Board in October, Taylor Phelan will take a regular seat as well as Kyle Branch, and Chris Wilkes will take the alternate seat. Ms. Rosenthal then thanked Kaci Lyford for her tremendous service to the Main Street Board and downtown events. The Board thanked Ms. Lyford for her service. Mr. Rick Glew thanked Ms., Lyford for her service on behalf of MCDC.

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.

20-0780 Minutes of the Main Street Board Meeting of August 13, 2020

Chairman Hamilton called for review of the Minutes of the Main Street Board Meeting of August 13, 2020. Board members unanimously approved the motion by Board member Jolie Williams, seconded by Board member Kaci Lyford, to Approve and Refer the Minutes of the Main Street Board Meeting of August 13, 2020.

20-0781 Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for review of the Financial Reports. Board members unanimously approved the motion by Board member Ric Anderson, seconded by Board member Julie Williams, to Approve the Financial Reports.

20-0782 Discuss Fall and Winter Activities

Chairman Hamilton called for discussion of Fall and Winter Activities. Ms. Rosenthal discussed the upcoming events, Parktoberfest is Sept. 26 at the Cotton Mill, follows the format of the drive-in concerts and will have other Oktoberfest activities like Stein Holding and a key tapping, Brave Combo is the headliner and tickets are \$65. Main Street is also hosting a Biergarten Dinner on the Square October 3, Harvest is serving the dinner and we will have Oktoberfest entertainment and of course Bier. Tables seat 6 and the cost is \$75 per person, we are hoping to sell all 30 tables. Board Members can help by volunteering, buying a table, helping to sell tables out in the community. Main Street will also be redoing the picnic tables on September 23 and 24th in the parking garage and we could use help with sanding and staining. Local Yocal will provide lunch for volunteers. Please join us! Ms. Rosenthal discussed Home for the Holidays 2020 with the Board. We will not have the 3-day festival as in the past due to Covid restrictions, but we are planning events for all month. We will have the Christmas tree on the Square, the delivery date in November 17 and we are also talking with our carnival vendor to bring a carousel to downtown for the month. The carousel has the potential to provide some funds for Main Street if we meet the minimum of \$15,000, then 15% would be paid to Main Street. The Board discussed. Ms. Rosenthal updated the Board on Santa on the Square with Volunteer McKinney, they are planning virtual visits with Santa, they may want to use the Santa House or Main Street can explore other ideas for the house, we also have the Block in a Box that we can utilize during the season. The Board discussed.

20-0783 Discuss Downtown Innovation & Technology Economic Opportunities

Chairman Hamilton called for discussion of the Downtown Innovation and Technology Opportunities. Ms. Werner discussed that McKinney Economic Development Corporation has an innovation fund and is

seeking our Tech companies to come to McKinney. EDC has discussed with Main Street the 2nd floor office space available downtown and the marketability of live, work and play. Main Street and CDC will work on ideas to attract tech companies to downtown and will consider projects to help draw this type of new business that might include things like fiber cable and burying the power lines. The Board discussed.

Ms. Williams made a motion to adjourn the meeting at 9:17 a.m.

Robert Hamilton
Chair