

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

AUGUST 13, 2020

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 13, 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 8:35 a.m. after determining a quorum present. Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams (via zoom), Doug Willmarth, Taylor Phelan (via zoom), Preston Schwalls (via zoom), Kaci Lyford (via zoom), Julie Williams and Ric Anderson.

Absent: Jim Smith

Main Street staff present McKinney Main Street Director Amy Rosenthal, City of McKinney Special Events Coordinator Andrew Jones, McKinney Performing Arts Center Marketing Coordinator Jakia Brunell and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilman Rick Franklin, and Kathryn McGill (via zoom).

20-0663 City Liaison Report

Chairman Hamilton called for the City Liaison Report. Councilman Franklin updated the Board and ongoing city projects. Tupps Brewery will be moving and expanding on the east side of McKinney. The Byron Nelson Golf Tournament comes to McKinney in 2021, this event will have lots of exposure for the City and offer lots of sponsorship opportunities. The city is working with sponsors that will have a five-year commitment.

20-0664 Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal spoke about the Byron Nelson and opportunities it may bring to promote downtown McKinney with sponsors and guests, perhaps hosting pre-event activities for shopping and dining. The Board discussed. Ms.

Rosenthal updated the Board on the Throckmorton statue; they city has appointed an advisory board that will meet to discuss the options concerning the statue and then present to council for review. The downtown parking study is in progress, last year the city did an occupancy study and this study will look at all recommendations, including meters, lots and parking authority. The Board discussed. Ms. Rosenthal and Ms. Williams discussed the Lucky 13 grant program which will award \$1000 to 12 businesses and \$2000 to one lucky business. The light-up Louisiana project is in full swing, construction is going well, and complimentary valet is offered to help offset the construction zone problems. The Board discussed. Mr. Jones updated the Board on the Sip n stroll events, wine walk went well, changes were well received and considered a safe way to draw people downtown. McKinney Main Street will receive a portion of the proceeds from SBG Hospitality. Chairman Hamilton spoke briefly about the Texas Music Revolution event, this event has been held in Plano most recently, but that contract has expired, and the organizers are looking for a new location. This is a south by southwest type of event with multiple artists and multiple venues and could make McKinney its next home. Ms. Rosenthal explained that the concept had been presented to the City Council and is under review. The Board discussed.

20-0665 Minutes of the Main Street Board Meeting of June 11, 2020

Chairman Hamilton called for a review and motion for the June 11, 2020 minutes. Board members unanimously approved the motion by Board member Doug Willmarth, seconded by Board member Ric Anderson, to Approve and Refer the Minutes of the Main Street Board Meeting of June 11, 2020.

20-0666 Minutes of the Main Street Board Meeting of July 9, 2020

Chairman Hamilton called for a review and motion for the July 9, 2020 minutes. Board members unanimously approved the motion by Board member Jolie Williams,

seconded by Board member Taylor Phelan, to Approve and Refer 2 the Minutes of the Main Street Board Meeting of July 9, 2020.

20-0667 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 Taylor Phelan to approve the financial reports.

20-0668 Review McKinney Main Street Tax Documents

Chairman Hamilton called for review of the McKinney Main Street Tax Documents. The Board reviewed.

20-0669 Discuss Upcoming Event: Oktoberfest

Chairman Hamilton called for the discussion of Oktoberfest. Mr. Jones explained plans for a Biergarten fund raiser on the square to benefit McKinney Main Street, tentative date is October 3, 2020, it will be planned with social distancing and safety protocols in place. We would sell by the table and hope to raise \$10-15,000. The Board discussed. Main Street is also planning Parktoberfest which will be a drive-in concert at the Cotton Mill with Brave Combo performing. The Board discussed.

20-0670 Discuss Upcoming Event: Home for the Holidays

There are no updates on Home for the Holidays at this time.

20-0671 Discuss Better Block in a Box

Chairman Hamilton called for discussion on Better Block in a Box. Ms. Rosenthal updated the Board on this project, delivery is tentative for September 19. This project is sponsored by a grant from MCDC and will be used to help create pedestrian areas around downtown and at events. The Better Block can be used as a pop-up shop and could be used to

rent at events or used for concession/merchandise. The Board discussed.

ADJOURN

Mr. Anderson made a motion to adjourn at 9:44 a.m.

Robert Hamilton
Chair

