

## **McKinney Main Street**

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

**JULY 12, 2018**

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 July 12, 2018 at 8:30 a.m.

Board members present: Chairman Alex Lanio, Vice Chairman Jolie Williams, Kaci Lyford, Robert Hamilton and Doug Willmarth. Absent: Edna Brown, Amber Gutschlag, Ric Anderson, and Courtney Ward.

Main Street staff present: McKinney Main Street Program Coordinator Aaron Werner, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine and McKinney Performing Arts Center/Main Street Executive Assistant Belinda Kennedy. Guests: McKinney Mayor Pro Tem Tracy Rath, Andrew Jones and Minh Phan.

Chairman Alex Lanio called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:39 a.m. after determining a quorum present.

**18-555** Chairman Lanio called for the City Liaison report. Mayor Pro Tem Tracy Rath updated the Board on City Council activities commenting that the budget meeting is underway, Board and Commissions interviews and appointments are in progress and the Main Street Board has 2 positions to be filled. Additionally, noting the high level of development occurring in McKinney, downtown and elsewhere. Lastly, the Davis at the Square parking structure has a goal of September 1<sup>st</sup> for the public spaces. Chairman Lanio thanked Mayor Pro Tem Rath for the updates.

**18-556** Chairman Lanio called for the Director's Report. McKinney Main Street Program Coordinator Aaron Werner, on behalf of McKinney Main Street Director Amy Rosenthal, updated the Board members on the following items. Director Rosenthal is currently attending the National Main Street training in Amarillo, Texas. Mr. Werner introduced Andrew Jones, he will be joining the City of McKinney as the Special Events Coordinator. Main

Street is gathering surveys about Bike the Bricks and Scare on the Square to aid in future planning for each event. After surveys have been returned recommendations will be made concerning any changes for these events. In planning for Home for the Holidays Main Street has asked the city for additional funding. Normally the city donates \$23,750 and Main Street has asked for \$50,000 to increase the lights and decorations for downtown regarding the holiday season. To follow up on the Cultural District designation, McKinney submitted the application and video to the State and should be notified in September. Main Street is partnering with the McKinney Performing Arts Center in a campaign to replace the theater curtains, they are 10 years old and in need of replacement due to wear and tear. The Raise the Curtain campaign has a goal of \$10,000 in donations to fund this project. The McKinney Main Street downtown membership campaign is coming up also, and Main Street is planning to revamp the shoppers guide to be a more comprehensive booklet with better descriptions of establishments, food and entertainment. All downtown businesses are welcome to join the downtown membership campaign, not just retail. The Polish the Gem grant project will begin soon; it will involve scaffolding on one side of the performing arts center at a time as the building exterior is cleaned and painted. This project should be complete in approximately 2 months. McKinney Main Street is requesting funding from MCDC to install an outdoor speaker system that can be used for music, announcements and safety preparedness. Main Street staff will present a proposal to the MCDC Board for the first phase requesting \$35,000 to install in the downtown area. Future installations would include a larger area and require old poles to have added electricity. Lastly, Main Street has been contacted about having a public piano donated; these have been popular in other downtown areas and shopping centers. Main Street will work with downtown merchants to determine placement and possible rotation

to different areas and also maintenance and tuning of the piano.

Chairman Lanio thanked Mr. Werner for all the updates.

**18-557** Chairman Lanio called for consideration of the Minutes of the Main Street Board Meeting of April 19, 2018. Board members unanimously approved the motion by Vice-Chairman Williams, seconded by Board member Hamilton, to approve the Minutes of the Main Street Board Meeting of April 19, 2018.

**18-558** Chairman Lanio called for consideration of the Minutes of the Main Street Board Meeting of September 28, 2017. Board members unanimously approved the motion by Vice-Chairman Williams, seconded by Board member Hamilton, to approve the Minutes of the Main Street Board Meeting of September 28, 2017.

**18-559** Chairman Lanio called for consideration/discussion/action on the Financial Reports. Board members unanimously approved the motion by Board member Hamilton, seconded by Board member Lyford, to approve the financial reports.

**18-560** Chairman Lanio called for the discussion of prior events. Mr. Werner updated the board on the Red, White and Boom hometown parade; there were 87 floats and many other participants. The East Louisiana post parade party was a success and the Salsa Fest at Chestnut square appeared to have good attendance. Updating on other events, Bike the Bricks will have a loss on the profit/loss report. The Board discussed.

**18-561** Chairman Lanio called for the discussion of upcoming events: Oktoberfest and Home for the Holidays. Mr. Werner discussed with the Board some of the planning for Oktoberfest and thanked Jakia Dudley-Faine for doing an excellent job with sponsorships so far. New ideas in the works for Oktoberfest include sports viewing areas and possibly

bringing the Santa house to the square and decorating as a Bavarian shop. Mr. Werner also updated the Board on Home for the Holidays, with the anticipation to have more lights and decorations and confirmed the music group Asleep at the Wheel for the concert Friday night. The Board discussed several other ideas for possible sponsors and new decorations. Mr. Werner discussed the possibility of lighting the water tower near the square; Main Street is researching this as an option for lights.

Vice-Chairman Williams called to adjourn the meeting at 10:04 a.m.

---

ALEX LANIO  
Chair