

## **McKinney Main Street**

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

**March 8, 2012**

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 March 8, 2012 at 8:30 a.m.

Board members Present: Treasurer Jon Dell'Antonia, Molly Brewer, Jan Elwell, Jennifer Cox, Bonnie Shafto, Linda Fogg, Jodi Ann LaFreniere, Karen Dawkins, Karen Klassen, Renee Funderburgh and Vice-Chair Jan Temples.

Board members Absent: Chairman Johnny Galyean and CoCo Good.

Board Staff Present: Main Street Director, Ty Lake and Main Street Assistant, Merry Caroline Canter.

Guest(s) Present: Mayor Pro-Tem Travis Ussery.

#### **CONSENT ITEMS**

- 12-138** Minutes of the McKinney Main Street Board Meeting of February 9, 2012. A motion was made by Treasurer Jon Dell'Antonia, seconded by Ms. Brewer to approve the February 9, 2012 board minutes. The board unanimously approved the minutes as written.

#### **DISCUSSION ITEMS**

- 12-139** Chairman/Vice Chairman Report - Board Captain Updates. Vice-Chair Temples called for discussion on the Board Captain Updates. Each Board Captain reported on their block.
- 12-140** Directors Report and Upcoming Events: Arts in Bloom, Bike the Bricks, and discussion on Red, White & BOOM Parade.

##### *Arts in Bloom*

Mrs. Lake announced that Arts in Bloom is in full swing. You will find a detail budget and tent card in your packet for your review. She went on to review all the activities that will take place at this year's Arts in Bloom; ArtWalk, Chalk Walk, MISD Student Art Show, Farmers Market at

Chestnut Square, Pianist Competition at Heard-Craig and DD and The Studebakers live at MPAC that night. We are looking forward to increased foot traffic and high energy on Saturday, April 14, offering a variety of arts and enjoyment for the whole family. The Board discussed.

*Bike the Bricks*

Mrs. Lake handed out the Bike the Bricks detailed budget to the board and provided the board with a status event planning update. The Board discussed.

*Red, White & BOOM! Hometown Parade*

Mrs. Lake announced that the City of McKinney's PROS Department recently asked if McKinney Main Street would be interested in taking the lead for the Parade portion of Red, White & BOOM. MCVB has taken this role on for the past two years and would like to pass it on to Main Street due to their current roles and responsibilities. The Board discussed.

**12-141** Review and Discuss Financials - Treasurer's Report - YTD Financials. Treasurer Dell'Antonia gave a brief report on the financials. Treasurer Dell'Antonia stated that there were a few outstanding receivables that still need to be collected, but everything looks good. The Board discussed and reviewed the statements with no further questions.

**12-142** Liaison Reports: Downtown Property Owners - Chamber of Commerce - McKinney Convention and Visitors Bureau - City of McKinney.

*Downtown Property Owners*

Ms. Klassen gave a report on the Downtown Property Owners. Ms. Klassen stated that she will schedule a pre-meeting at Spoon's Garage next week to discuss the purpose and agenda. She then invited any board members that would to be involved to join her. The Board discussed.

*Chamber of Commerce*

Ms. LaFreniere gave a report on the Chamber of Commerce. Ms. LaFreniere thanked everyone that was a part of the recent Community

Awards. There were over 425 people in attendance and all seemed to have a great time. She also stated that the Chamber is very excited about partnering with MPAC on the Chalk Walk and the McKinney Chamber of Commerce was recently named a Four Star Accredited Chamber, which is a huge award. The Board discussed.

*McKinney Convention and Visitors Bureau*

Mrs. Fogg gave a report on the McKinney Conventions and Visitors Bureau. Mrs. Fogg announced that the hotels are currently up 10% in McKinney, which is great news. She also reported that the MCVB staff is working on putting together a community inventory, which will be helpful in promoting McKinney in general. The Board discussed.

*City of McKinney*

Mrs. Cox gave a report on the City of McKinney. Mrs. Cox invited the board to attend the March 20th Council Meeting, as there will be an update on the Town Center Study. Mrs. Cox also stated that the City is working on amending the outside seating ordinance, as more people take advantage of having the additional patio seating. The Board discussed.

Board members unanimously approved the motion by Vice-Chair Temples, seconded by Mrs. Cox, to adjourn. Vice-Chair Temples adjourned the meeting at 9:39 a.m.

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JAN TEMPLES  
Vice-Chair