

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

FEBRUARY 14, 2013

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 February 14, 2013 at 8:30 a.m.

CALL TO ORDER

Board members present: CoCo Good, Jan Elwell, Treasurer Jon Dell'Antonia, Angie Bado, Molly Brewer, Johnny Galyean, Renee Funderburgh, Bonnie Shafto, Jodi Ann LaFreniere-Ray and Vice-Chair Karen Dawkins.

Absent: Chairwoman Jan Temples, Karen Klassen and Barry Shelton.

Main Street staff present: McKinney Main Street Program Director Ty Lake and McKinney Main Street Program Coordinator Merry Caroline Canter.

Guest(s): Mayor Pro Tem Travis Ussery.

CONSENT ITEMS

The Board unanimously approved the motion made by Treasurer Dell'Antonia, seconded by Mrs. Elwell, the following consent item.

13-136 Minutes of the McKinney Main Street Board meeting of January 10, 2013

DISCUSSION ITEMS

13-137 Chair / Vice-Chair Report - March 28 Fundraising Event - Board Captain Update

March 28 Fundraising Event

Mrs. Lake presented the March 28 Fundraising Event to the Board. This event will take place at the McKinney Performing Arts Center on Thursday, March 28 from 5:30 p.m. – 7 p.m. We will be partnering with the McKinney Chamber of Commerce's McKinney Magazine unveiling. Our goal is to raise awareness of Main Street, raise funds for upcoming events and to promote and garner support for Friends of McKinney Main

Street Program. We will also be focused on highlighting the April/May issue of the McKinney Magazine, the Town Center Study and City of McKinney exposure recently. Mrs. Funderburgh discussed what each board member would be responsible for during the event. The Board discussed.

Board Captain Update

Vice-Chair Dawkins called for the discussion on the Board Captain Updates. Each Board Captain reported on their block.

13-138 Directors Report and Upcoming Events

Mrs. Lake gave a brief report on Krewe of Barkus. The 11th Annual Krewe of Barkus was held in Downtown on Sunday, February 10 from 12:30 p.m. – 4:30 p.m. The event was a huge success with more vendors and parade participation along with the largest crowd to date, approximately 7,500 parade spectators, this was the best Krewe of Barkus to date. The Board discussed.

13-139 Review and Discuss Financials - Treasurer's Report - YTD Financials

Treasurer Dell'Antonia gave a brief report on the financials. The Board discussed and reviewed the statements with no further questions.

REPORTS

13-140 Liaison Reports - Downtown Property Owners - McKinney Chamber of Commerce - McKinney Conventions & Visitors Bureau - City of McKinney

Downtown Property Owners

No Report

McKinney Chamber of Commerce

Mrs. LaFreniere-Ray gave a brief report on the McKinney Chamber of Commerce. Mrs. LaFreniere-Ray reminded everyone that the McKinney Community Awards Celebration was tomorrow night and encouraged

everyone to attend. She also mentioned that the April/May issue of the McKinney Magazine will be Downtown focus, including a 3-D perforated map that business will have the opportunity to be listed on for \$40.00; they are also planning on having approximately 40,000 over runs. Additionally, she reviewed some of legislative topics that the Chamber will be pushing this Legislative Session in Austin. Lastly, Mrs. LaFreniere-Ray announced two new Buy Local promotions that the Chamber will be presenting this year. The Board discussed.

McKinney Conventions & Visitors Bureau

Ms. Bado gave a brief report on the McKinney Conventions & Visitors Bureau. Ms. Bado reminded everyone that they are invited to the MCVB's Open House on February 20 from 4 p.m. – 6 p.m. at their new office.

City of McKinney

Mrs. Good gave a brief report on the City of McKinney. Mrs. Good mentioned that due to working with the M Groups, McKinney was able to acquire a great opportunity with Spirit Magazine, which will be set for April. This is a great opportunity however no one entity could afford it alone, however with this group working together they are able to pool monies together and get the McKinney message out further than ever. Mrs. Lake thanked Mrs. Good for presenting at the February Business Monthly Meeting; she stated that it was so great for the merchants to hear what the entire City is doing to promote Downtown McKinney. She also gave a brief update on the upcoming Infrastructure Project that is coming up this next year for North and South Kentucky and East Virginia. The Board discussed.

ADJOURN

The Board unanimously approved the motion made by Vice-Chair Dawkins, seconded by Treasurer Dell'Antonia, to adjourn. Vice-Chair Dawkins adjourned the meeting at 9:10 a.m.

KAREN DAWKINS
Vice- Chair

