

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

May 19, 2011

The McKinney Downtown Business Re-Development Board of Directors met in the City of McKinney City Hall, 222 N. Tennessee Street, McKinney, Texas on Thursday, May 19, 2011. Chairman Johnny Galyean called to order the regular meeting of the McKinney Downtown Business Re-Development Board at 8:30 a.m.

Roll Call

The following persons were present: CoCo Good, George Lodge, Jennifer Cox, Treasurer Jan Temples, Jon Dell'Antonia, Renee Funderburgh, Molly Brewer and Chairman Johnny Galyean. Main Street Board members absent: Karen Klassen, Jodi Ann LaFreniere, and Tom Meredith. Main Street Staff present: Main Street Program Director, Ty Lake and Main Street Assistant, Merry Caroline Canter. Guest(s) present: City Councilman Travis Ussery, Lear Johnson and Mary Parson from Racing Systems, PROS Director Lemuel Randolph, McKinney Performing Arts Center Director David Taylor and Jeanne Doninggue, Nancy Intrator and Julia Brady with Image International Academy of North Texas.

Consider/Discuss/Act – Melon Dash Run

Chairman Galyean welcomed Lear Johnson and Mary Parsons with Racing Systems. Mr. Johnson gave a brief overview of the Melon Dash Run to be held on Saturday, August 6, 2011; registration for the run starts at 7 a.m., with the Fun Run starting at 7:45 and the 5K starting at 8:15 a.m., concluding with the Award Presentation at 10 a.m. The Board discussed. Mrs. Brewer made a motion to support the Melon Dash Run. Mrs. Funderburgh seconded. The board voted; the motion was approved unanimously

Executive Session – Discuss Personnel and/or Board Matters

Executive Session started 9:20 a.m.

Executive Session ended 9:25 a.m.

Consider/Discuss/Act – Minutes of the April 14, 2011 Board Meeting

Mr. Dell'Antonia made a motion to approve the April 14, 2011 minutes as written. Mr. Lodge seconded. The board voted; the minutes were approved unanimously.

Chairman/Vice-Chairman Report – Board Captain Update

Chairman Galyean moved to discuss Board Captain Updates and turned the discussion over to each board member. The Board discussed.

Chairman/Vice-Chairman Report – Economic Sales Piece

Chairman Galyean moved to discuss the Economic Sales Piece. He stated Mrs. LaFreniere recently contacted him and offered input on the sales piece; she mentioned that there were parts of the piece that the Chamber could supply to really enhance it. Chairman Galyean finished by stating that this continues to be an ongoing process and we will keep the board informed of the progress. Mrs. Lake asked each board member to review the Economic Sales Piece again that was included in the Board Packet and to get any feedback to her before the next board meeting.

Directors Report – Main Street Update

Mrs. Lake gave a brief update on McKinney Main Street. Mrs. Lake stated the Main Street office has received seven calls in the past week showing interest in relocating in downtown. Mrs. Lake gave a quick overview of some possible new businesses.

Mrs. Lake stated that she recently had a chance to sit down with the new City Manager, Jason Gray to review Main Street's Budget. She was able to present a Public and Private side which helps show the bigger picture of what Main Street does and the return on investment. Mrs. Lake then reminded the Board that last month she went before McKinney Economic Development Corporation to ask for a three-year extension on the \$25,000, which was recently approved. Once the Budget is approved by Council she will present it to the board.

Mrs. Lake also announced that we are still receiving great feedback from ArtWalk...Downtown McKinney Is Hopping! Regarding the merchant feedback survey, after the merchants stated that they would like us to do post any event; we received approximately 15 surveys back.

Directors Report – Bike the Bricks Update

Mrs. Lake thanked Chairman Galyean for securing the final sponsorship and it looks as though we will break even on Bike the Bricks. While discussing the event budget, she stated that it will cost approximately \$60,000 to produce the event, which includes the \$20,000 purse. The Board discussed.

Directors Report – Upcoming Events

Mrs. Lake stated that in regards to upcoming events, she will defer to the next board meeting to discuss McKinney Oktoberfest. At that time she will also give an update on the alcohol and permitting that came out of last months meeting.

Review and Discuss Financials

Treasurer Temples gave a brief report on the financials. Treasurer Temples directed everyone to review the financials that were provided in the board packet. The Board discussed and reviewed the statements with no further questions.

Liaison Reports – Downtown Property Owners

No report was given this month.

Liaison Reports – Chamber of Commerce

No report was given this month.

Liaison Reports – McKinney Conventions & Visitors Bureau

Mr. Lodge reported on the McKinney Conventions & Visitors Bureau. Mr. Lodge gave a brief update on Bloomin and Boomin' as it is coming up starting June 10th through July 4th, he stated that the month is full of activities. He also mentioned that there will be an ad in the Texas Monthly for the event. The Board discussed.

Liaison Reports – City of McKinney

Chairman Galyean welcomed Jeanne Doninggue, Nancy Intrator and Julia Brady with Image International Academy of North Texas and turned the presentation over to Mrs. Cox. Mrs. Cox announced that the Image International Academy of North Texas has recently approached the City of McKinney and specifically the McKinney Performing Arts Center to propose to temporarily lease MPAC for their next school year, while their new facility is under

construction. They have been recently meeting with different City Departments to work through some issues and logistics, like parking, traffic, effect on the businesses downtown and current special events. Mrs. Brady gave a brief overview of how the school will work from MPAC. The Board discussed. Chairman Galyean then asked Mrs. Brady if they have surveyed the merchants as to what their thoughts and / or concerns would be. Mrs. Brady stated that they have just started conducting individual meetings with the merchants and would continue to do so for the next week or so before they go back to the City Council. The Board discussed.

Treasurer Temples asked for an update on the noise issue from last month. Council Ussery stated that the individual meetings with the downtown restaurants and wineries were very positive and that the Police will continue to be out monitoring the issue.

Mrs. Good gave a brief overview of recent hits and increased activity on the City's website. She stated that we continue to receive a large number of hits from California, Illinois and New York. Lastly, Mrs. Good stated that many of the Downtown Businesses, from Square Burger and Gray Living to Patina Green are getting a lot of media attention lately, which is always nice.

Councilman Travis Ussery gave a report on the City of McKinney. The Board discussed.

The meeting adjourned at 9:58 a.m.

Minutes approved by: _____

Johnny Galyean, Chairman of the Board