

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JANUARY 9, 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 January 9, 2020 at 8:30 a.m.

Vice-Chairman Williams called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:30 a.m. after determining a quorum present.

Board members present: Julie Williams, Kathryn Waite, Jim Smith, Ric Anderson, Preston Schwalls, Jolie Williams and Kaci Lyford.

Absent: Robert Hamilton and Doug Willmarth.

Main Street staff present: Main Street Director Amy Rosenthal, City of McKinney Special Events Coordinator Andrew Jones, McKinney Main Street Program Coordinator Aaron Werner, McKinney Performing Arts Center Marketing Coordinator Jakia Brunell and McKinney Main Street Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilman Rainey Rogers, City of McKinney Assistant City Manager Kim Flom, City of McKinney Planner Alek Miller, City of McKinney Communications and Media Specialist Meredith Haynes, City of McKinney Creative Services Manager Michelle Feldker, Kathryn McGill, Sarah Lawrence, and Tim Hudson.

19-1081 City Liaison Report

Vice-Chairman Williams called for the City Liaison report. Ms. Rosenthal introduced Ms. Kim Flom, new City of McKinney Assistant City Manager. Ms. Flom greeted the Main Street Board and highlighted her past experience, 15 years in government, prior work with Main Street Boards and excited to be in McKinney, looking forward to working with everyone.

19-1082 Director's Report

Vice-chairman Williams called for the Director's Report. Ms. Rosenthal reminded the Board about the upcoming McKinney Chamber of

Commerce Awards on February 21, 2020 and McKinney Main Street will have a table and be presenting an award.

19-1083 Minutes of the Main Street Board Meeting of November 14, 2019

Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Julie Williams, to Approve and Refer the Minutes of the Main Street Board Meeting of November 14, 2019.

19-1084 Minutes of the Main Street Board Meeting of December 12, 2019

Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Julie Williams, to Approve and Refer the Minutes of the Main Street Board Meeting of December 12, 2019.

REPORTS

19-1085 Consider/Discuss/Act on Financial Reports

Vice-chairman Williams called for a review and discussion of the financial reports. Board members unanimously approved the motion by Board member Julie Williams, seconded by Board member Jim Smith, to approve the financial reports.

19-1086 Advertising Agency Presentation by Belmont Icehouse

Ms. Rosenthal introduced the representatives from Belmont Icehouse, Tim Hudson and Sarah Lawrence. Mr. Hudson gave an overview to the Board of the services they could provide for McKinney Main Street. As a full service advertising agency Belmont can provide a wide range of advertising projects. Mr. Hudson went through his PowerPoint presentation and the Board discussed.

19-1087 Discuss Transition Strategies Update

Vice-chairman Williams called for the Transition Strategies Update. Ms. Anderson updated the Board members on the collective Google drive that has been set up to help share information. Ms. Anderson has uploaded strategies and ideas to make downtown McKinney a

destination, all Board members are invited to view and add to the google drive. The Board discussed.

19-1088 Discuss Parking Study Update Report

Vice-chairman Williams called for the Parking Study Update Report. Mr. Alek Miller with the City of McKinney Planning Department updated the Board on the parking study. The City performs a parking study every 5 years, we have added 400 spaces over the 5 years. We have adequate parking to handle the demand. On February 2, 2020 the parking study will be presented to City Council with recommendations for signage, wayfinding, valet, etc. The Board discussed.

19-1089 Discuss Pedestrian Area Update

Vice-chairman Williams called for the Pedestrian Area Update. Ms. Rosenthal updated the Board on discussions concerning a pedestrian area, on February 17, 2020 some possible concepts will be presented to City Council. Ongoing discussions involve Downtown McKinney and how we can compete with new developments offering this type of recreation area, also how can we link downtown with the east side of Hwy 5. There is discussion of doing temporary closure and pop up pedestrian areas to test the concept.

Ms. Waite made a motion to adjourn at 10:00 a.m.

Jolie Williams
Vice-Chairman