

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

February 24, 2011

The McKinney Downtown Business Re-Development Board of Directors met in the City of McKinney City Hall, Second Floor Conference Room, 222 N. Tennessee Street, McKinney, Texas on Thursday, February 24, 2011. Chairman Johnny Galyean called to order the regular meeting of the McKinney Downtown Business Re-Development Board at 8:07 a.m.

Roll Call

The following persons were present: Molly Brewer, CoCo Good, Tom Meredith, Vice-Chair Sharla Bush, Dorie Helsley, Treasurer Jan Temples, Jennifer Cox, Renee Funderburgh, Jon Dell'Antonia, Karen Klassen, Jodi Ann LaFreniere and Chairman Johnny Galyean. Main Street Board members absent: George Lodge. Main Street Staff present: Main Street Program Director, Ty Lake and Main Street Assistant, Merry Caroline Canter. Guest(s) present: City Councilwomen Geralyn Keever and McKinney Conventions & Visitors Director, Diann Bayes.

Consider/Discuss/Act – Minutes of the January 13, 2011 Board Meeting

Mr. Dell'Antonia made a motion to approve the January 13, 2011 minutes as written. Treasure Jan Temples 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 – 2011 Board Retreat Continuation – Discuss Roles and Responsibilities and Discuss 2011 Goals for the Main Street Board and Staff

Chairman Galyean opened the 2011 Board Retreat Continuation with the discussion of the Main Street Board Roles and Responsibilities and the Goals for the Main Street Staff. The board discussed.

Chairman Galyean stated that he and Mrs. Lake have been visiting the merchants on an ongoing basis and we have received great feedback from the merchants. The main topic of discussion has been the potential new Image Campaign strategy. Many of the businesses have stated that they would like to move

forward with a merchant comprised Image Campaign Committee (one merchant per block) that recommends to the board how funds are utilized to decorate downtown. The Image Campaign Committee would also include a board Liaison whom will report back to the board. Mrs. Lake requested that Vice-Chair Bush be the Main Street Board liaison on the Image Campaign Committee. Mrs. Bush accepted the role. The Board discussed.

Ms. Klassen stated that she would like to see the Main Street Staff welcome any new downtown business within a week of them moving in. Vice-Chair Bush also added that it would also be good if we would contact the 2nd Floor businesses as well as the many salons as they are all independent and are out of the loop on most things. The Board discussed.

Chairman Galyean mentioned that on one of the visits downtown they had the chance to speak to Linda Day, and ask if she would be willing to start giving her Retail / Business book report again at the Business Monthly Meetings and Mrs. Day agreed. Ms. Klassen mentioned that it would be a great idea to have a mentoring program for the new businesses that come into downtown McKinney. Vice-Chair Bush commented that it would be really great if we could get Rick Segal back to Downtown McKinney, he came and spoke several years ago and it was truly helpful and beneficial to every business in Downtown. They all still talk about it to this day. Mrs. Lake stated that she would look into the cost of having him back and report at the next board meeting. Mrs. LaFreniere stated that for those that do not know, the Chamber of Commerce has a Business Development and Retention program that is open to anyone, this would be really great to share with the Downtown Merchants. The Board discussed.

Consideration/Discussion/Action on the Spring 2011 Event Budgets

Chairman Galyean presented the Spring Event Budgets that are in each Board Packet; they include the 9th Annual Krewe of Barkus, ArtWalk...Downtown McKinney Is Hopping! and Bike the Bricks. Mrs. Lake stated that after each event report back to the Board to on each event including budget details. The Board reviewed each budgets and discussed.

Mr. Dell'Antonia asked if Mrs. Lake would look into what it would cost to purchase generators, as it seems like a rather large cost that we incur every event. Mrs. Lake stated that she would do so. Mr. Dell'Antonia stated that he would like the Board to research what it would take to hold a liquor license, similar to what Grapevine does, so we would not have to pay an outside party to handle the alcohol for

Oktoberfest and Bike the Bricks. Mrs. Lake stated that this has already been looked into but she would get him a better answer as to why not. Mrs. Helsley inquired if we used local vendors when we could, she questioned how much we paid for our printing, she suggested that we use her print vendor as he is local and very affordable, Mrs. Lake asked communicated that she would certainly contact him and request a quote. Mr. Meredith asked if the events that Main Street puts on, really help the businesses of downtown as he has heard from many that their sales do not increase with the events and he concurs. Chairman Galyean responded that the events bring exposure to Downtown McKinney; the sole purpose is not sales during event day specifically, however the increased foot traffic as well as residual sales is a big plus for all businesses downtown. The Board discussed.

Ms. Brewer made a motion to approve the proposed Spring 2011 Event (Krewe of Barkus, ArtWalk...Downtown McKinney Is Hopping! and Bike the Bricks) Budgets as presented. Mr. Dell'Antonia seconded. The board voted; the budgets were approved 11/1, with Tom Meredith voting against the motion.

Consideration/Discussion/Action on Board Commitment/Serving on One Event Committee

Chairman Galyean opened the discussion up to the Board's commitment to serving on at least one event committee for 2011. No vote taken.

Consideration/Discussion/Action on Go Forward with Image Campaign Structure / Strategy

Chairman Galyean stated that this item has been previously discussed. No vote was taken.

Consideration/Discussion/Action on 2011 Main Street Slate of Events

Chairman Galyean asked each board member to review the 2011 Main Street Slate of Events that are listed in each Board Packet. Also, one last clarification regarding Oktoberfest from the Board Retreat is the board committed to Oktoberfest staying two days, the board said yes. As well as the clarification that Dickens will stay at three days, the board said yes.

Mrs. Funderburgh made a motion to approve the 2011 Main Street Slate of Events as written. Mr. Dell'Antonia seconded. The board voted; the events were approved 11/1, with Tom Meredith voting against the motion.

Consideration/Discussion/Action on upcoming Store Specific Downtown Events – Happiness Is

Quilting

Chairman Galyean opened the discussion of the upcoming Store Specific Downtown Events and turned it over to Mrs. Lake.

Mrs. Lake gave a brief review of the Special Event Application submitted by Happiness Is...Quilting to host an Flea Market Alley Sale event on April 2, 2011 on Herndon Street from 10 a.m. – 5 p.m. Mr. Dell'Antonia made a motion to approve the Happiness Is...Quilting Flea Market Alley Sale. Vice-Chair Bush seconded. The board voted; the motion was approved unanimously.

Mrs. Lake gave a brief review of the Special Event Application submitted by the McKinney Masonic Lodge for the St. John's Masonic Lodge Scholarship Rally Fundraiser on March 26, 2011 (new location will be the Former Collin County Parking lot at Davis and Tennessee, instead of the Kentucky St. Parking lot at Kentucky and Hunt) from 7 a.m. – 10 p.m. Ms. Brewer made a motion to approve the St. John's Masonic Lodge Scholarship Rally Fundraiser at its new location. Mrs. Funderburgh seconded. The board voted; the motion was approved unanimously.

Directors Report – Main Street Update

Mrs. Lake gave a brief update on McKinney Main Street including an update on new bicycle racks coming to downtown, irrigation upgrades around MPAC, Mom and POPCorn Co. being featured on Good Morning Texas and lastly, she will report back once she learns if Main Street received their requested promotional grant from MCDC for Bike the Bricks. The Board discussed.

Mrs. Funderburgh gave a Dickens 2011 Presentation. Mrs. Funderburgh showed her 3-D model of Historic District that she had made. Mrs. Funderburgh went through each detail of the model showing what Dickens 2011 could look like, she made this model off of the comments that the Board received regarding Dickens. The board positively responded to the model and the Dickens presentation. Mr. Dell'Antonia stated that we could use this model for all downtown events; we should starting looking at it for Bike the Bricks. The Board discussed.

Lastly, Mrs. Lake gave a brief update on the upcoming ArtWalk...Downtown McKinney Is Hopping! on April 9, 2011. Mrs. Lake stated that ArtWalk is moving forward, the streets will remain open as always for this particular event, except this year Laura Moore Fine Art Studio's has requested that

her block of South Tennessee be blocked from Louisiana Street to Cloyd Street, as she has arranged for several artists to be set up for the event. We are currently assisting the downtown merchants with securing their artists for their storefronts. There will also be activities at the McKinney Performing Art Center; they will be hosting a Chalkwalk on the grounds around MPAC, the parking spaces around the MPAC will be blocked for this activity, they will also be hosting the Collin County Children's Art Show in the Gallery. Also this year's ArtWalk falls on April's Second Saturday so more activities will follow after ArtWalk is over at 6 p.m. MPAC is hosting Michael Martin Murphy at 8 p.m. in the Courtroom Theatre.

Review and Discuss Financials

Treasurer Jan Temples gave a brief report on the financials. Treasure 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

Vice-Chair Bush reported on the Downtown Property Owners. There is a contract out for the Doll Haven Building, the Bush Family is currently in talks to buy the Special Things Building, Aidan Gray should be opening shortly where *Chateaux to Go* was on Kentucky Proper, My Favorite Room, a long time business in Downtown Plano has recently opened right past Aparicio's on East Virginia, Mama Emilia's building is for sale, there is a new winery moving to where the old post office was located on West Virginia, there is a new salon moving in where the old Goodhues lounge was next to The Pub, Lulu's is still vacant as is Room's Plus on East Louisiana. Secondly Vice-Chair Bush mentioned that she has noticed that on the roof/corner of the old bank building at Tennessee and Virginia looks to be in really bad shape, she asked Mrs. Cox if she could have Guy Giersch or even the City's Building Inspections to take a look at it, Mrs. Cox said that she would.

Liaison Reports – Chamber of Commerce

Mrs. LaFreniere reported on the McKinney Chamber of Commerce. Mrs. LaFreniere mentioned that the Chamber's Business Builders Series kicks off soon and to please share the information to the downtown merchants, you do not have to be a Chamber member to attend. She also stated that the Chamber is currently working on getting more traffic to the McKinney First website, they are currently

looking for store specific promotions; if you know of anyone that would be interested please send them their way. Lastly, Mrs. LaFreniere stated that she would like to dive in more to the Economic Re-Development side of the Main Street Board; she feels that she could bring some value on that committee.

Liaison Reports – McKinney Conventions & Visitors Bureau

Mrs. Bayes reported on the McKinney Conventions & Visitors Bureau, in place of MCVB Liaison George Lodge. Mrs. Bayes provided a brief recap about the budget cuts at the State level and how that affects McKinney. She also stated that she is working with the City and others to put together a group promotion for McKinney, Allen and Plano. Mrs. Bayes also updated the Board on the new Bloomin and Booming event that take place starting June 10th – July 4th. The Board discussed.

Liaison Reports – City of McKinney

Mrs. Good gave a report on the City of McKinney. Mrs. Good stated that if anyone is interested as to what is going on with the Marketing and Communications aspect of the City to please contact her and she would be more than happy to walk through it with them. Mrs. Good took a moment to remind the Board that McKinney is looked at from the outside of the city as one of the best City's around. She was recently contacted by the City of Addison and asked if she could share how we market the City of McKinney along with discussing our strategy for Communications and Marketing. Addison left being very impressed with our efforts. Mrs. Good also mentioned that she will have Mrs. Lake send out the Quarterly Media Report to the Downtown businesses so they can see all the Media that McKinney is doing and specifically - Historic Downtown McKinney highlights. Lastly, when asked, Mrs. Good stated that she would be happy to give a Marketing Report at the next Business Monthly Meeting.

The meeting adjourned at 10:02 a.m.

Minutes approved by: _____

Johnny Galyean, Chairman of the Board