

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JUNE 11, 2015

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 June 11, 2015 at 8:30a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:31 a.m. after determining a quorum present. Board members present: Jon Dell'Antonia, Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Amber Gutschlag, Rebecca Drekman and Robert Hamilton.

Absent: Molly Brewer, Edna Brown, Renee Funderburgh

Main Street Staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Main Street Program Coordinator Michelle Hancock, MPAC Marketing Coordinator Aaron Werner, McKinney Main Street Executive Assistant Belinda Kennedy and McKinney Main Street Intern, Sarah Varnau.

Guests: Mayor Pro-Tem Travis Ussery, Denise Lessard, City of McKinney Communications and Media Specialist, Rick Glew, McKinney Community Development Corporation and Kyle Conway, Sponsor Bureau.

REPORTS

15-542 City Liaison Report

Mayor Pro-Tem Ussery updated the board on current events. Serve McKinney was successful, board members encouraged to ask others to serve. The bond issue will be on the ballot in November, will cover the 10 year plan and include the parking structure. Mayor Pro-tem reminded the board about Boards and Commissions, stating that you must have an application on file and positions expiring must re-apply, the deadline is June 26th.

15-543 Director's Report

Ms. Rosenthal began by informing the board that she had attended the June 1 City Council meeting and the council had agreed to reduce the board from 11-9 members and to adding financial controls, requiring 2 signatures on all checks. Ms. Rosenthal reminded the board that 4 members need to have an application on file and reapply for their positions and that attendance is monitored and must be 75% of all meetings.

Ms. Rosenthal informed the board about a new program for downtown that is being developed and implemented by the Main Street Intern, Sarah Barnau, the Downtown Kids Explorer club is designed to bring kids and families to downtown McKinney to explore by getting badges at different locations. The program will kick off July 4th and run until August 8th. The Main Street staff is also working on the directional signage at the corners and will be replacing the signs soon.

Ms. Rosenthal thanked board members Amber and Jon for volunteering at Bike the Bricks and also Rick for volunteering his time.

15-544 Minutes of the Main Street Board Meeting of May 14, 2015

Board members unanimously approved the motion by Board member Amber Gutschlag, seconded by Board member Jon Dell'Antonia, to Approved and Referred 15-544 Minutes of the Main Street Board Meeting of May 14, 2015.

DISCUSSION ITEMS

15-545 Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to Approved 15-545 Consider/Discuss/Act on Financial Reports.

15-546 Discuss Past Events: Bike the Bricks

Ms. Rosenthal updated the board on Bike the Bricks 2015, heavy rain

and storms from 2-3pm hampered set up and kept the crowd low. We did have the highest number of racers and a decent crowd later in the evening but not enough to make our beer sales goals. Ms. Rosenthal suggested that we need a sub-committee to consider options for Bike the Bricks next year. The board discussed.

15-547 Discuss Upcoming Events: Red, White & Boom Parade, Oktoberfest, and Home for the Holidays

Ms. Rosenthal informed the board about Red, White and Boom parade coming up, applications rolling in and we have a \$3000 sponsorship from Nissan that will cover hiring a band for the parade. The board discussed.

Ms. Rosenthal updated the board on the sub-committee meeting held last week for Oktoberfest, looking at ways to alleviate congestion, will begin negotiations with beer sponsors.

Kyle Conway with Sponsor Bureau spoke to the board about some possibilities for working with different beer distributors; we will approach Ben E. Keith and also Andrews, possibility to add beer vendors and also wine options. The board discussed. We have a unique situation with local breweries and should capitalize on that for our events. We will explore options that include money and other types of donations like tables, chairs, stages and advertising. Mr. Dell'Antonia wants the board to consider and search for a soft drink sponsor for the upcoming events. The board discussed. Ms. Rosenthal brought up the option of having a carnival at Oktoberfest, Main Street is exploring options for that now.

Ms. Rosenthal updated the board on the Home for the Holidays sub-committee meeting, the members all agreed to add Sunday, so now H4H will be a 3 day festival. They discussed also possibly extending the hours, and we do not plan to have the snow globe, ice rink or snow hill this year. Ms. Rosenthal updated the board on the tree options for downtown, the sub-committee is looking at live trees and also artificial, costs for each are being researched. The board discussed.

Ms. Rosenthal ended the meeting by stating that it had been a hard week with the current events in McKinney, MPAC hosted over 100 worship and city leaders Monday night. Ms. Rosenthal also informed the board that Michelle Hancock had accepted another job and her last day is June 24 for Main Street.

ADJOURN

Chair-woman Jan Elwell adjourned the meeting at 10:06a.m.

JAN ELWELL
Chair

