

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

APRIL 9, 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 April 9, 2015 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:32 a.m. after determining a quorum present. Board members present: Molly Brewer, Chairwoman Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Edna Brown, and Robert Hamilton.

Absent: Jon Dell'Antonia, Renee Funderburgh, Amber Gutschlag, and Rebecca Drekmann.

Main Street Staff present: McKinney Main Street Program Director Amy Rosenthal and McKinney Main Street Executive Assistant Belinda Kennedy.

Guests: Mayor Pro-Tem Travis Ussery, Barry Shelton, City of McKinney Assistant City Manager, Denise Lessard, City of McKinney Communications and Media Specialist, Rick Glew, McKinney Community Development Corporation, and guest Tony Sandone, owner of Sandone Christmas Trees.

CONSENT ITEMS

15-331 Minutes of the Main Street Board Meeting of March 12, 2015

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to Approve the Minutes of the Main Street Board Meeting of March 12, 2015.

REPORTS

15-332 Director's Report

Ms. Rosenthal reported to the Board that Ms. Hancock and Mr. Werner

were attending an informational meeting at the Fort Worth Main Street arts festival to gather information about the impact of events, logistics, promotion, security etc. They will report to the board in next month's meeting. Ms. Rosenthal updated the board on the National Main Street Conference recently held in Atlanta, main topics included attracting and keeping millennials, the Power of 10 (10 strong activity hubs) to maintain traffic and the focus on residences in downtown which have an economic impact on the downtown business.

15-333 City Liaison Report

Mr. Shelton reported to the Board about the progress on the 9 acre mixed use property. The city has received 7 responses and will choose 4 and present to City Council. Mr. Shelton also spoke about the 10 year plan and the planning process that the city has in place. The board discussed. Mayor Pro-Tem Ussery spoke to the board about the capital projects for the next 10 years and informed the board the no budget documents had be received concerning cutting the mounted and bike patrol for downtown. The board discussed.

DISCUSSION ITEMS

15-334 Consider/Discuss/Act on Financial Reports

Mr. Lanio presented the financial documents in Mr. Dell'Antonia's absence.

Board members unanimously approved the motion by Board member Molly Brewer, seconded by Board member Robert Hamilton, to approve the financial reports.

15-335 Consider/Discuss/Act on Possible By-Law Revisions Pertaining to Number of Board Members and Treasurer Responsibilities

Ms. Rosenthal presented to the board the action of decreasing the Main Street board from 11-9 members when the 2 places that are expiring in September come up, they would be eliminated. The board discussed.

Ms. Rosenthal also recommended that the board approve the by-laws change of the treasury duties as presented and forward to city council for approval.

Board members unanimously approved the motion by Board member Jolie Williams, seconded by Board member Edna Brown, to decrease the Main Street board from 11-9 members and adopt the updated by-laws pending City Council approval.

15-336 Consider/Discuss/Act on Credit Card Merchant Service Plans

Ms. Rosenthal asked that this item be tabled and moved to another meeting due to lack of information.

Board members unanimously approved the motion by Board member Jolie Williams, seconded by Board member Molly Brewer, to Table this item.

15-337 Discuss Upcoming Events: Arts in Bloom, Bike the Bricks, and Oktoberfest

Ms. Rosenthal updated the board on Arts in Bloom; the expenses would increase slightly as provisions were added to cover the stage and other areas in case of bad weather.

Ms. Rosenthal informed the board about progress for Bike The Bricks, Sheraton has come in as a sponsor for \$5000 and Kroger for \$1500 in-kind. Ms. Rosenthal highlighted the expenses that are increasing for this year, go-vision, fencing, cost for 3 beer stations and the concert. The board discussed the event.

15-338 Discuss Upcoming Event: Home for the Holidays

Mr. Hamilton introduced the guest to the meeting, Mr. Sandone, owner of Sandone Christmas Trees. He spoke to the board about what his company can offer, live fresh Christmas trees, delivered, set-up, removal, lights, etc. The board discussed placement and size of a downtown Christmas tree and asked for Mr. Sandone's recommendations. A task

force will be selected to consider the tree, expense and placement.

ADJOURN

Chair-woman Elwell adjourned the meeting 10:11 a.m.

JAN Elwell
Chair

