

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

MARCH 11, 2021

The McKinney Downtown Business Re-Development Board of the City of McKinney, Texas met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee Street, McKinney, Texas on Thursday, March 11, 2021 at 8:30 a.m.

McKinney Main Street Chairman Robert Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:33 a.m. after determining a quorum present. Board members present Robert Hamilton, Kathryn Waite via Zoom, Ric Anderson via Zoom, Preston Schwalls, Jolie Williams via Zoom, Doug Willmarth via Zoom, Taylor Phelan Via Zoom, Kyle Branch via Zoom and Chris Wilkes via Zoom.

Absent: Julie Williams

Main Street staff present McKinney Main Street Director Amy Rosenthal, City of McKinney Special Event Coordinator Andrew Jones and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Mayor Pro Tem Rainey Rogers, City of McKinney City Manager Paul Grimes, Assistant City Manager, Kathryn McGill via Zoom and Jim Latino.

21-0206 City Liaison Report

Chairman Hamilton called for the City Liaison report. Mr. Grimes updated to Board on the city response to the winter storm. The city was able to pass a package that included forbearance for roll-offs, waived dump fees, reduced water usage charges and no building permit fees to help citizens and businesses repair and recover from the storm damage. Mr. Grimes spoke about the current state of covid, the vaccination hub is still open and will continue until the end of April, the city has helped to vaccinate the most critical people first. Fiscally, sales tax is up, that's good, and there is new business in McKinney, especially near 380 and Lake Forest. The city is just starting the budget process for FY 22 so there will be more budget information in the coming months. Mayor Pro-

tem Rogers updated the Board on the work being done with TXDOT for the project to connect the east side under Hwy 5 and build a park over, this project is in the early stages.

21-0207 Director's Report

Chairman Hamilton called for the Director's report. Ms. Rosenthal updated the Board on the sales tax numbers, December was up 12% over 2019 which is great, covid hit downtown hard so it is great to see the positive sales tax numbers. There are still lots of challenges, but recovery is going well, the light up Louisiana project is in the 2nd phase with work going strong. New underground utility lines are being installed and this has a big impact on businesses on that street so Main Street will be doing a coupon promotion to help support businesses in the construction zone. With the reopening of most businesses there will be a discussion concerning the parklets and removing the covid aspect and extending the time frame for the parklets. There is an open house in east McKinney at Old Settlers park pavilion on March 18 from 5pm-7pm. This is an event for the community to help the city communicate with the citizens about the development on the east side. On March 24 there is a meeting about wayfinding and on March 31 a meeting to share about the new city hall. Our next board meeting is April 8 which is right before Arts in Bloom and Parks and Rec will join our meeting.

21-0208 Minutes of the Main Street Board Meeting of February 11, 2021

Chairman Hamilton called for review and motion for the minutes from the last meeting. Board members unanimously approved the motion by Board member Preston Schwalls, seconded by Board member Kathryn Waite, to Approve and refer the Minutes of the Main Street Board Meeting of February 11, 2021.

21-0209 Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for a review of the financial reports. Ms. Waite reviewed the financial reports. Board members unanimously approved the motion by Board

member Chris Wilkes, seconded by Board member Kyle Branch, to Approve the Financial Reports.

21-0210 Sub-Committee Updates

Chairman Hamilton called for updates from the Sub-Committees. Mr. Schwalls gave updates concerning business resources. We need to decide who we are targeting and reach out to businesses to see what they would want and provide a resource guide. The Board discussed. Mr. Phelan provided updates on branding, the committee will focus on compiling customer data to determine who is visiting and when by putting out a survey to stores with the goal of identifying the target customer. Other ideas discussed included meeting with Retail Coach and exploring opportunities with outside agencies and working with the city marketing team. The Board discussed. Ms. Waite discussed the pedestrian space committee. There are so many possibilities downtown for spaces and uses for the Block in a box. We need to decide who the stakeholders are and who will manage a space if we have it. The Board discussed.

21-0211 Discuss Upcoming Events

Chairman Hamilton called for a discussion of upcoming events. Mr. Jones discussed Arts in Bloom 2021. We have redesigned the layout to create better flow and minimize lines. The revenue comes from vendor spaces and food commissions. We will have around 90 artists and 14 wineries at the event. The Board discussed the Byron Nelson golf tournament and ways to bring people downtown from that event and also the upcoming Pickle Ball tournament and opportunities there. Chairman Hamilton discussed the upcoming Texas Music Revolution, June 4 and 5 at multiple venues downtown, there is an awesome line-up of performers and ticket sales are going well. Chairman Hamilton greeted our guest, Jim Latino and asked if he would like to discuss anything. He

spoke about Main Street Board transparency, city transparency and information sharing. The Board discussed.

Mr. Schwalls made a motion to adjourn the meeting at 9:19 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the Main Street Board on: _____

ROBERT HAMILTON
Chairman

KATHRYN WAITE
Secretary / Treasurer