

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JUNE 11, 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 June 11, 2020 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 8:36 a.m. after determining a quorum present. Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams (via zoom), Secretary/Treasurer Kathryn Waite (via zoom), Doug Willmarth, Taylor Phelan (via zoom), Preston Schwalls, Ric Anderson, and Julie Williams.

Absent: Jim Smith, Kaci Lyford

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Director Aaron Werner, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilman Rick Franklin, City of McKinney Councilman Rainey Rogers (via zoom), City of McKinney Assistant City Manager Kim Flom, and Rick Glew.

20-0469 City Liaison Report

Chairman Hamilton called for the City Liaison Report. Ms. Flom updated the Board on the McKinney Strong Covid 19 small business grant program, Round 2 opens Monday to businesses and home-based businesses. This round closes on June 18 and allows small business within the McKinney City Limits to apply for up to \$1500 and home-based businesses up to \$1000. Louisiana Street construction is in progress, replacement of utilities and sidewalks is ongoing. Thank you to the Main Street and Mpac staff for their support of the grant program. Mr. Glew updated the Board on MCDC promotional grants, in 2021 the budget will

be \$200,000, up from \$150,000. They are striving to get more consistency in the grant process by asking grant applicants to provide a marketing plan showing the effective use of the money, non-profits to show what percentage of profits will go to non-profit, what percentages of attendees are from McKinney vs. outside McKinney. Applicants will need to justify amount they are asking for and MCDC may not grant the entire budget.

20-0470 Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal informed the Board about the Publishers Clearing House commercials being filmed in Downtown McKinney, commercials should air soon. The Juried Art Show large purchase judging is today. Louisiana construction is on-going, Main Street is supporting the businesses however we can. McKinney City Council approved open container; this is good for downtown. With the ongoing construction, CIP is funding downtown valet, this is free for all and we have bids out. McKinney Strong t-shirt campaign raised approximately \$26,000 which will be split with \$13,000 to One Heart McKinney and \$13,000 to small business via a grant process, the Board discussed. Mr. Werner updated the Board on the Block in a Box that Main Street will be getting sometime in September hopefully. Block in a box is a shipping container with pop up sides that can be used at events, festivals, street fairs, etc. The box contains custom items to set up a temporary shop or pedestrian area. The Board discussed.

20-0471 Minutes of the Main Street Board Meeting of May 14, 2020

Chairman Hamilton called for a review of the Main Street Board meeting minutes for May. Board members unanimously approved the motion by Board member Julie

Williams, seconded by Board member Taylor Phelan, to approve and refer the Minutes of the Main Street Board Meeting of May 14, 2020.

REGULAR AGENDA

20-0472 Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for a review of the financial reports. Ms. Waite updated the board on the financial reports, Main Street received the MCDC grant for the neon signs, there is still an outstanding electric bill for that project that will be paid soon.

Board members unanimously approved the motion by Board member Ric Anderson, seconded by Board member Julie Williams, to approve the Financial Reports.

20-0473 Discuss Upcoming Events

Chairman Hamilton called for a discussion of upcoming events. Ms. Rosenthal updated the Board on the upcoming events, drive-in movie, sip n stroll, reverse parade, and Oktoberfest. Plans for events are constantly changing based on any new public health mandates. Our events will continue to evolve as we try to still bring people downtown but follow all guidelines also. The Board discussed ways to reach the public about changing events. Currently Main Street utilizes social media, city websites, banners, and the marquees on the square, other ideas discussed included public calendar space, and the information boards at other city facilities.

20-0474 Review Strategic Initiatives

Chairman Hamilton called for a review of the strategic initiatives. Ms. Rosenthal has been compiling ideas and information from the strategic sessions and is working on a final mission and vision statement. The Board discussed. Ms. Rosenthal asked that a subcommittee be formed for Oktoberfest. Profits from Oktoberfest help support main street program year-round and this years Oktoberfest will be much different.

With current health guidelines we are looking at much smaller scale events, perhaps a series of events with limited attendance, possible single street closures, small bier gardens, street entertainment and food offerings from downtown restaurants. The Board discussed.

ADJOURN

Ms. Julie Williams made a motion to adjourn the meeting at 9:50 a.m.

ROBERT HAMILTON
Chair