

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

MARCH 8, 2018

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 March 3, 2018 at 8:30 a.m.

Board members present: Alex Lanio, Edna Brown, Robert Hamilton, Kaci Lyford, Amber Gutschlag, Ric Anderson, Courtney Ward and Doug Willmarth. Absent: Board member Jolie Williams

Chairman Alex Lanio called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:33 a.m. after determining a quorum present.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Director Aaron Werner, City of McKinney Special Events Coordinator Geoff Fairchild, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy.

Guests: Assistant City Manager Barry Shelton and MCDC Board member Michelle Gamble.

18-229 Chairman Lanio called for City Liaison Report.

Assistant City Manager Barry Shelton updated the Board on several projects around McKinney, Davis At The Square's leasing office is open and the first residents will be moving in at the beginning of April, the parking garage at that location should be open soon, and the Playful construction is progressing well. In other areas of the city, at Hardin and 380 Steinmart is open and will be joined by Hobby Lobby, Petco and Marshalls, Costco has started construction and should be open around August. Cinemark has started construction and hopes to be open by Thanksgiving. TXDOT has taken over the 380 bypass project and will hold public meetings in the future, the city will stay involved in this project

but TXDOT will take the lead. The city has met with Chestnut Square about moving Farmers Market back to the original location that will take place when the construction is closer to complete and the city is helping by installing electrical outlets.

18-230 Chairman Lanio called for the Director's Report.

McKinney Main Street Director Amy Rosenthal updated the board on Davis At The Square progress, they are 10% leased, 35 people are set to move in April 1. Ms. Rosenthal discussed the 2nd Saturday Co-op, they had an awesome kick-off, 60 merchants are signed up and they expect more. Main Street hosted a job fair for downtown merchants, this first time was ok, and we may look to build it up, advertising more and planning for one in March and one in October to help with Summer and holiday staffing needs. Ms. Rosenthal updated the Board on the Cultural District application process, there will be 2 meeting on March 21, at 12pm and 5:30 pm here at MPAC to discuss the process and community involvement. Ms. Rosenthal updated the Board on the special event permit process, Mr. Fairchild had presented to the City of McKinney City Council work session concerning cost concerns for 3rd party events, this does not impact Main Street events, the cost concerns have to do with equipment and personnel required to set up events, in the event of an emergency during an event, the city would not have the needed equipment to handle that emergency due to use by the special event, the city is considering that the permit holder would be required to rent the needed equipment to set up their event. They are also considering raising the permit fee from \$50 to \$100. There are several ways to still have events held here but reduce costs, the races can use the parks and trails as opposed to streets to help reduce the need for city resources. Ms. Rosenthal informed the Board the March is March Mad Dash, a month long promotion for our Dash shuttle. Some of the components include coupons from merchants and the driver dressing up in costume.

Chairman Lanio called for Consent item. Board members unanimously approved the motion by Board member Anderson, seconded by Board member Robert Hamilton, to approve the following consent item:

- 18-231** Minutes of the Main Street Board Meeting of February 8, 2018
- 18-232** Chairman Lanio called for Consideration/Discussion/Action on Financial Reports. Board member Gutschlag reviewed the financial reports with the Board. Ms. Gutschlag stated that we have received 59% of the Polish the Gem funds. This grant money will be used to revitalize the exterior of MPAC. Ms. Gutschlag stated that everything else is in order and we are taking in vendor fees and sponsorships for Art in Bloom. Board members unanimously approved the motion by Board member Lyford, seconded by Board member Brown, to approve the financial reports.
- 18-233** Chairman Lanio called for Consideration/Discussion/Action on Implementing a Gift Card Program for Downtown Merchants. Chairman Lanio updated the Board on the conversations that he and Main Street staff had with EML. The main concerns center around cost for the program. This item was tabled for now and the Board will form a committee to further research options for a gift card program and present at a later date..
- 18-234** Chairman Lanio called for Discussion on Arts in Bloom 2018 Update. McKinney Main Street Director Amy Rosenthal discussed the upcoming event Arts in Bloom. A draft of the map was handed out and the location of the local artist's tent was discussed. The location will remain the same but they are receiving a higher discount after a meeting with the Mayor. Main Street is assisting the local artists by paying for a coordinator for their tent. We have 14 wineries, the hours have been adjusted just a bit, Friday 5-10 p.m., Saturday 11 a.m. -10 p.m., and Sunday 12-5 p.m. Hopefully the adjusted hours will help with set-up Friday and allow for more traffic and sales. The wine tent and the food vendors will occupy the square proper and the artist tents will go down each street, the local

artists and MISD will have large tents.

18-235 Chairman Lanio called for Discussion on Bike the Bricks 2018 Update. McKinney Main Street Director Amy Rosenthal updated the Board on Bike the Bricks. Ms. Rosenthal asked Velo to shave off \$6,000 either from the winnings or some other expenses like rider t-shirts to help alleviate the financial loss for this event. Tupps had asked to participate in the event and they will be a sponsor at a lower level due to Deep Ellum Brewing already having the beer sponsorship spot for the past several years. The board discussed sponsorship levels and policies. Board member Anderson asked if Ms. Dudley-Faine could give a sponsorship recap at a board meeting in the future.

18-236 Chairman Lanio called for Discussion on Second Saturday Update. McKinney Main Street Director Amy Rosenthal updated the Board on the 2nd Saturday co-op plans for this month. There will be sampling of Tupps and Franconia beers in 50 stores with promotions planned going forward.

Chairman Lanio adjourned this meeting at 10:20 a.m.

ALEX LANIO
Chair