

**McKinney Main Street**  
**aka McKinney Downtown Business Re-Development Board**

**NOVEMBER 12, 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 November 12, 2015 at 8:30a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-development Board at 8:30 a.m. after determining a quorum present. Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton, Rebecca Drekmann, and Ric Anderson.

Absent: None

Main Street Staff present: McKinney Main Street Program Director Amy Rosenthal, McKinney Performing Arts Center Marketing and Development Specialist Aaron Werner, and McKinney Main Street Executive Assistant Belinda Kennedy.

Guests: Mayor Pro-Tem Travis Ussery, Councilman Chuck Branch, Barry Shelton, City of McKinney Assistant City Manager, and Rick Glew, McKinney Community Development Corporation.

**15-1096**      Director's Report

Ms. Rosenthal updated the board on her recent trip to Waxahachie to attend the Texas Downtown Association meeting which provided a lot of good information. Main Street should become more involved in the local state and national organizations; there are many awards to apply for. Ms. Rosenthal stated that many of the communities had board members present at the meeting and perhaps in the future our board members could attend. Ms. Rosenthal finished by thanking Ric Anderson for speaking at the Business Monthly meeting and Amber Gutschlag for helping with the Christmas Tree campaign.

**15-1097** City Liaison Report

Mayor Pro-tem Ussery updated the board on the development of the 9 acre space where the old courthouse was, a presentation has been made to council and further renderings will be completed to present for approval. Mayor Pro-tem briefly touched on the bond election, stating that there was nothing new concerning the parking garage since that bond was defeated. Mr. Sheldon updated the board on the advisory committee meeting, results are being compiled and will be ready in January and then will be presented for citizen feedback.

**15-1098** Minutes of the Main Street Board Meeting of October 8, 2015

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to Approved and Referred 15-1098 Minutes of the Main Street Board Meeting of October 8, 2015.

**15-1099** Consider/Discuss/Act on Financial Reports

Ms. Gutschlag presented the financial reports to the Board Members, explaining the fiscal year begins October 1 so there is not a lot of data for this year so far. She explained the outstanding receivables, Franconia Brewing Company's Oktoberfest sponsorship has not been received in the amount of \$2000. Mr. Anderson requested that last year's numbers be included for comparison on financial reports. Board Members unanimously approved the motion by Board Member Edna Brown, seconded by Rebecca Drekmann, to approve the financial reports.

**15-1100** Recap Past Events - Scare on the Square

Ms. Rosenthal recapped the Scare on the Square event highlighting the weather conditions that forced some decisions be made concerning parking and street closures, the Board discussed. Overall the event was a success, activities were moved inside, attendance at the costume contest was excellent and vendors were happy.

**15-1101** Discuss Upcoming Events - Home for the Holidays

Ms. Rosenthal updated the board on the progress of the downtown Christmas tree delivery, lighting and decoration. Many hours of planning and organization have gone into having the 30 foot live tree delivered and decorated. The board discussed. The budget for Home for the Holidays was presented and discussed, the request was made to separate expenses that are for the entire season and not just the festival so that we get a better picture of the actual event expenses. Ms. Rosenthal discussed some new elements of Home for the Holidays, there will be a beer garden with Tupps and Franconia beer and TV's to watch football, a model train display and a laser show each evening.

**15-1102** Discuss Retail Initiatives and Marketing Concepts

Mr. Anderson spoke to the board concerning marketing ideas for the downtown area; he suggested that downtown should explore more branding as a destination and highlighting the values offered among the merchants. He also suggested creating a new website, separate from the City of McKinney website that could highlight different retailers each week. Mr. Anderson suggested dividing downtown into 9 areas and assigning the board members as liaisons to assist with information flow and merchant feedback. Mr. Anderson would like to see a push to promote second Saturdays and recommends using social media to reach more customers and also a monthly newsletter sent to downtown so they are informed and a 3 month calendar with marketing and events. The board discussed. Ms. Rosenthal and Ms. Elwell thanked Mr. Anderson for bringing his ideas to the board.

Chairwoman Elwell adjourned the meeting at 10:02 a.m.

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JAN ELWELL  
Chair