

## **McKinney Main Street**

### **aka McKinney Downtown Business Re-Development Board**

**JULY 9, 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 July 9, 2020 at 8:30a.m.

McKinney Main Street Chairman Robert Hamilton 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: Chairman Robert Hamilton, Vice-Chair Jolie Williams (via zoom), Secretary/Treasurer Kathryn Waite (via zoom), Doug Willmarth, Taylor Phelan (via zoom), Preston Schwalls (via zoom), Kaci Lyford (via zoom) and Ric Anderson.

Absent: Jim Smith, Julie Williams

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Director Aaron Werner, City of McKinney Special Events Coordinator Andrew Jones, 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, City of McKinney Assistant City Manager Kim Flom.

#### **20-0541** City Liaison Report

Chairman Hamilton called for the City Liaison Report. Ms. Flom recapped the McKinney Strong small business grant program. There are 403 applications, 60 home-based applications, funding will probably be close to \$600,000. Ms. Flom explained about the tri-city grant program with \$5 million in available funding. Ms. Flom discussed the Throckmorton statue and that the council will create a committee to discuss options concerning this.

#### **20-0542** Director's Report

Chairman Hamilton called for the director's report. Ms. Rosenthal reviewed the mission and vision statements with the Board. The Board discussed and approved. Ms. Rosenthal discussed the McKinney Strong t-shirt funds, ½ will be sent to One Heart McKinney and ½ will be distributed through the Lucky 13 grant process. The Lucky 13 grant will be open to McKinney businesses and will focus on stories of success during the covid pandemic. Ms. Rosenthal recapped the 4<sup>th</sup> of July reverse parade and thanked Ric Anderson for his help. The parade was well executed and brought the community together, challenges included traffic management and time restraints. The Board discussed.

**20-0543** Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for review of the financial reports. The Board discussed. Mr. Anderson made a motion, seconded by Mr. Willmarth to approve the financial reports. The motion was approved.

**20-0544** Discuss Current COVID-19 Impacts on Events and Businesses

Chairman Hamilton called for discussion of current covid-19 impacts on events and businesses. Ms. Rosenthal discussed the future of special events in the coming months, big cancellations like the Texas State Fair and Addison and Tulsa Oktoberfest signal big changes for events this fall. In a realistic view, Main Street revenue will drop drastically without Oktoberfest and we will need to find other revenue streams. Smaller events do offer some revenue and can be done within the state guidelines for covid. We have the block in a box coming thanks to a grant from MCDC so we can utilize that to create smaller event footprints. In order to keep bringing people down we may need to focus on events being revenue neutral, that was we can have events but cover the cost and not loose any money but still provide support to downtown and businesses. Other event set-ups that follow the guidelines are things that we need to explore like the drive-in concerts and creating a pedestrian

area. Home for the Holidays will look different, we are planning now and will focus on decorations and possibly month-long mini events as opposed to a 3-day festival. The Board discussed.

Chairman Hamilton adjourned the meeting at 9:26 a.m.

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ROBERT HAMILTON  
Chair

