

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

DECEMBER 8, 2016

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 December 8, 2016 at 8:30 a.m.

Board members present: Jan Elwell, Alex Lanio, Jolie Williams, Amber Gutschlag, Kaci Lyford, Robert Hamilton, Courtney Ward, Edna Brown and Ric Anderson.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:32 a.m. after determining a quorum was present.

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

Guests: City of McKinney Councilman Travis Ussery, City of McKinney Senior Financial Analyst Trevor Minyard, City of McKinney Marketing and Development Coordinator Michelle Feldker, Rick Glew, Coryanne Etienne and Jack Ousley.

16-1181 City Liaison Report

Mr. Minyard was asked by Chairwoman Elwell to share any city updates with the Board. Mr. Minyard let the Board members know that all city updates will be posted on the front page of the city website, this is the best place to keep up with city information.

16-1182 Director's Report

Ms. Rosenthal reminded the Board about the Santa's Helpers toy drive that is tonight, December 8 around the Square from 5:00 p.m. - 8:30 p.m. and the Parade of Lights is Saturday, December 10 at 6:00 p.m. Ms. Rosenthal expressed her gratitude to everyone for serving on the Board and asked the Board Members to ask themselves why they are serving and that we need to work together as a team. Ms. Rosenthal discussed

with the Board the wooden picnic tables that Main Street has been renting for events. The vendor is selling the current stock and they will no longer be available to rent. The Board discussed and agreed that Main Street should try to purchase the tables, saving rental costs in the future.

16-1183 Minutes of the McKinney Main Street Board Meeting of November 11, 2016. Board members unanimously approved the motion by Board member Amber Gutschlag, seconded by Board member Jolie Williams, to approve the minutes of the McKinney Main Street Board Meeting of November 11, 2016.

16-1184 Consider/Discuss/Act on Financial Reports

Ms. Gutschlag discussed the financial reports, explaining that Home for the Holidays still had several outstanding payables and receivables so although it shows a profit at the moment, the event will report a loss. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Edna Brown, to approve the financial reports.

16-1185 Consider/Discuss/Act on McKinney Main Street's Nomination for Community Awards Ceremony. Ms. Rosenthal explained the upcoming Chamber of Commerce awards event to the Board and highlighted some past winners for the Main Street Partner award. In past years the award has been given to Velo and Toyota of McKinney just to name a few. Ms. Rosenthal asked the Board for any ideas or nominations. Several were discussed; Don Day and Volunteer McKinney were mentioned. Ms. Rosenthal suggested First United Bank as they have been supporters for the umbrella program, Bike the Bricks, and the McKinney Downtown Christmas tree. Mr. Robert Hamilton made a motion to select First United Bank as the McKinney Main Street Partner of the Year. Board members unanimously approved the motion by Board member Robert Hamilton,

seconded by Board member Edna Brown, to approve McKinney Main Street's Nomination of First United Bank for the Chamber of Commerce Community Awards.

16-1186 Discuss Downtown Economic Metrics

Mr. Minyard presented to the Board the downtown economic metrics, explaining that the city looks at sales tax by industry and then the metrics can isolate the downtown area. Mr. Minyard discussed the numbers for the city at large and for the downtown area. Both have experienced growth over the last five years. The sales tax collected in downtown goes directly back to the Historic district for development. The Board discussed. Ms. Rosenthal thanked Mr. Minyard for taking the time to present to the Board and she will send out the report to Board members so further review can be done.

16-1187 Discuss Points for Consideration in Preparation for Strategic Planning Session. Ms. Rosenthal requested of the Board that the January meeting be extended so that a strategic plan can be adopted. Ms. Rosenthal explained that Main Street requires a work plan as well as the city so Main Street needs to develop a strategic plan.

16-1188 Discuss Upcoming Events. Ms. Rosenthal asked Mr. Fairchild to update the Board on upcoming events. Mr. Fairchild informed the Board about the plans for Arts in Bloom moving to a three day event, opening Friday evening, hoping for 150 artists and a number of wineries. This event will have some logistical challenges with load in/out concerning downtown, no traffic on the streets for load in and we will have to shuttle artists in to the event space. There will be an unbiased jury to select artists, comprised of gallery owners, artists, art teachers, etc. Main Street will not handle the alcohol sales but will take a commission of the sales from the vendors. An Arts in Bloom sub- committee will be formed to help plan the event.

16-1190 Discuss Past Events. Ms. Rosenthal discussed the past events. Home for the Holidays income and expenses are not final. Merchant feedback was positive and negative. Everyone liked the band choices and the tree lighting was phenomenal. The Board discussed.

Chairwoman Elwell adjourned the meeting at 10:00 a.m.

JAN ELWELL