

## **McKinney Main Street**

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

**JULY 11, 2019**

The McKinney Downtown Business Re-Development Board of the City of McKinney, Texas met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee Street, McKinney, Texas on July 11, 2019 at 8:30 a.m.

Chairman Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:35 a.m. after determining a quorum present.

Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams, Edna Brown, Ric Anderson, Kaci Lyford, Julie Williams, Kathryn Waite, and Jim Smith. Absent: Doug Willmarth.

Main Street staff present: Main Street Director Amy Rosenthal, City of McKinney Special Events Coordinator Andrew Jones, McKinney Main Street Program Coordinator Aaron Werner, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine, McKinney Performing Arts Center Booking and Patron Manager Lara Marsh, McKinney Performing Arts Center Facility Manager Scott Arnold and McKinney Performing Arts Center/Main Street Executive Assistant Belinda Kennedy. Guests: City of McKinney Mayor Pro Tem Rainey Rogers, City of McKinney Councilman Rick Franklin and City of McKinney Assistant City Manager Barry Shelton.

Chairman Hamilton welcomed the guests to the Main Street Board Meeting and thanked the members of the McKinney City Council for attending.

**19-0543** Presentation: The Retail Coach-Downtown Analytics

Mr. Shelton introduced Mr. Kyle Cofer from The Retail Coach. Mr. Cofer explained to the Board and guests the process that The Retail Coach goes through to gather and analyze data concerning a specific retail area. Mr. Cofer presented current statistics for the downtown area and explained the data. The Board discussed.

**19-0544** Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal updated the Board on the summer valet parking trial program, they are averaging 300 cars on Friday and Saturday, there are concerns about stopping valet now that we have it but the cost is high, most places valet is free to the consumer but we are not able to offer that. The Communications and Marketing department is working to produce new parking brochures to help promote the garages. Main Street has applied for a TCA grant to have neon signs made for downtown, one for each garage and one as you enter downtown on Louisiana, these signs would help serve as landmarks for historic downtown McKinney and the Cultural District. Ms. Rosenthal updated the Board on the CIP projects and parking study, the CIP projects include improvements to Louisiana Street from Church St. to Hwy 5 and include the possibility of a pedestrian area. There will be public meetings about the project planned for the 2<sup>nd</sup> week of August. The Board discussed. The start time for the project is April of 2020 and it is planned to take 500 days. This could change of course with weather and the final project plans. Main Street will have a billboard going up at Hwy 75 and Spring Creek Parkway. Thank you to everyone that came to the July 4<sup>th</sup> parade, it was a huge success.

**19-0545** City Liaison Report

Chairman Hamilton called for the City Liaison Report. Mr. Shelton updated the Board on the upcoming City Council Meeting, big agenda due to the July 4<sup>th</sup> holiday last week, at the work session there was an update on the CIP projects, a discussion about a new mobile home park ordinance and a program that will help with home repairs for home owners that quality, there will be a code overhaul, codes will be rewritten where necessary for clarity and to be user friendly. A parking study is in progress to analyze parking spaces/availability and traffic patterns, drones are being used to gather data and we have new signs for the parking garages.

**19-0546** Minutes of the Main Street Board Meeting of June 13, 2019.

Chairman Hamilton called for a review and motion for the minutes of the June 13, 2019 meeting. Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Jolie Williams, to Approve and Refer the Minutes of the Main Street Board Meeting of June 13, 2019.

**19-0547** Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for a review and motion concerning the financial reports. The Board discussed. Board members unanimously approved the motion by Board member Julie Williams, seconded by Board member Jim Smith, to approve the financial reports.

**19-0548** Discuss Dash Update

Chairman Hamilton called for a discussion of the Dash shuttle. Ms. Rosenthal recapped the expenses and use of the Dash shuttle vehicle in downtown and the cultural district. Main Street has fewer sponsors this year than the first year so we are absorbing the cost more. In analyzing weekly rider data, Tuesday and Wednesday are really low. Some ways that we could reduce expenses would be to cut hours, bringing the drivers in house as employees for Main Street (currently paid through a staffing service), and raising sponsorships. The Board discussed. Main Street staff will explore cost cutting options and present at a future meeting.

**19-0549** Discuss Restaurant Week/Restaurant Co-op

Chairman Hamilton called for a discussion of restaurant week/co-op. Mr. Jones updated the Board on restaurant week, since the last meeting we have become aware of another event that conflicts with the dates of restaurant week and has a similar theme so for now we will not have restaurant week in 2019. We are still looking at future dates and also discussing a restaurant co-op with a membership fee for co-op

marketing. The current idea is that different size restaurants would join at different levels and the dollars would be used to promote dining in downtown in general. The co-op funds could also be used to create a logo and develop a website. Future plans for restaurant week are still in the works for 2020.

Ms. Waite made a motion to adjourn the meeting at 10:33 a.m.

---

Robert Hamilton  
Chair