

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

APRIL 14, 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 April 14, 2016 at 8:30 a.m.

Vice Chairman Alex Lanio called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:33 a.m. Board members present: Kaci Lyford, Alex Lanio, Jolie Williams, Amber Gutschlag, Robert Hamilton, and Ric Anderson.

Absent: Jan Elwell, Edna Brown, Rebecca Drekman.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Aaron Werner, McKinney Special Events Coordinator Geoff Fairchild, McKinney Performing Arts Center Marketing Coordinator Karen Ossi and McKinney Main Street Executive Assistant Belinda Kennedy.

Guests: Mayor Pro-Tem Travis Ussery, Councilman Rainey Rogers, Assistant City Manager Barry Shelton, Michelle Feldker and Rick Glew.

16-364 City Liaison Report

Assistant City Manager Barry Shelton updated the Board on the Downtown Parking Committee progress. The Committee has been working on ideas to increase parking spaces in downtown, improve lighting and add signage. There is a citizens meeting at 5:30 pm on April 14, 2016. Mr. Shelton informed the Board that the 9-acre development is planned to start construction in January 2017 but could possibly start as early as November 2016. Mr. Shelton informed the Board that the first traffic enforcement officer for downtown has been hired and is in training. Warning tickets will be issued and maps will be handed out to direct people to the free lots. Mr. Shelton informed the Board about the City Council work session and noted that the long range plans are put on

paper and plan for future land use.

16-365 Director's Report

Ms. Rosenthal thanked the Board for the support provided at Arts in Bloom and handed out a copy of the City Council goals that were adopted. She discussed the goal of "Enhancing the Quality of Life in McKinney" and how that relates to McKinney Main Street. Ms. Rosenthal explained that the City Council and City management want to see actual measurable goals for the future that coincide with the commitments.

16-366 Minutes of the Main Street Board Meeting of February 11, 2016

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to approve the Minutes of the Main Street Board Meeting of February 11, 2016.

16-367 Minutes of the Main Street Board Meeting of March 10, 2016

Board members unanimously approved the motion by Board member Amber Gutschlag, seconded by Board member Kaci Lyford, to approve the Minutes of the Main Street Board Meeting of March 10, 2016.

16-368 Minutes of the Main Street Board Meeting of March 29, 2016

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Ric Anderson, to approve the Minutes of the Main Street Board Meeting of March 29, 2016.

16-369 Consider/Discuss/Act on Financial Reports

Ms. Gutschlag presented the financial documents to the Board, explaining that as the year progresses the profit and loss statement will be more accurate for year to year data due to accounting practice changes made this year. Ms. Gutschlag also explained that a copy of the tax return was included for the Board members to review. Board members unanimously approved the motion by Board member Kaci

Lyford, seconded by Board member Robert Hamilton, to approve the financial reports.

16-370 Consider/Discuss/Act on the Fourth Amended Bylaws of McKinney Main Street Corporation

Ms. Rosenthal presented to the Board the 4th Amended Bylaws and explained the changes that were recommended by the McKinney City Council, reducing the size of the Board from 9 members to 7 members in order to be consistent with other city boards. The Board discussed. Mr. Anderson expressed concern about reducing the size of the Board citing a reduction in the voice of downtown merchants and property owners. Mr. Hamilton voiced concern about going from 11 members recently to 9 and now to 7 and the smaller number does not allow for a good mix of community representatives. Several Board members expressed concern about having to force 2 members off the Board and Mr. Lanio expressed concern about having a smaller pool of volunteers for the Main Street events. The Board had more concerns that they would like to discuss further for a possible compromise to this recommendation. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to table this item to another meeting.

16-371 Discuss Main Street Core Values

Ms. Rosenthal discussed with the Board the need for strong core values to lead Main Street in the next few years. Ms. Rosenthal handed out a compilation statement that was taken from the meeting of March 10 that outlines the results of the core values special work session. The Board discussed and recommended to keep the statement in the form with bullets for ease of understanding.

16-372 Discuss Past Events

Ms. Rosenthal discussed Arts in Bloom 2016 and presented the

preliminary budget. Common consensus from the side street merchants was that they would like to be included next year but still others expressed concern over the street closures. Potential exists to expand the event for next year and years to come. Mr. Fairchild spoke about expanding the event to two days, perhaps to Friday evening plus the weekend, explaining that it would allow for artists to bring more items, set up larger installations, etc., and the potential for high-end artists is greater. Mr. Fairchild said that the Texas Wine Experience worked out great. Sales were successful and the wineries were happy with sales. Mr. Fairchild expressed that a Juried Show will bring in more artists and we could still have an emerging artists section at a lower cost. The Board discussed. Mr. Werner discussed art show sales, explaining that he is still waiting on some numbers but sales should be over \$38,000. Mayor Pro-Tem Ussery spoke about the possible extension of days and recommended a survey of the downtown merchants with a presentation to City Council, including the results of the survey to show support if it is there. Mr. Hamilton recommended further discussion at the next business monthly and a hand delivered survey. The Board discussed and agreed. The Board would likely need an 80% approval on the survey to help push the event to multiple days. The Board discussed.

16-373 Discuss Future Events

Ms. Rosenthal discussed Bike the Bricks for 2016. Staff is working on sponsorships, cyclist registration is ongoing, and the Green Egg Event will be held in conjunction that Friday evening. Ms. Rosenthal then began a discussion about Oktoberfest. Many discussions are ongoing concerning beer sponsors, Franconia's participation, and the opportunity to sell steins. Ms. Rosenthal showed the Board different stein options and the Board discussed cost and pros and cons. Ms. Rosenthal also discussed the sub-committee recommendation to charge admission to Oktoberfest, followed with Board discussion. Ms. Lyford made the

suggestion to put donation boxes at the entrance as opposed to charging admission. Mr. Anderson expressed that he did not think we should charge admission under any circumstances. The Board discussed. The Main Street staff will research more concerning the purchase of steins and the cost associated. The potential to increase revenue with a stein sale is good. The Board discussed that the charging of admission is complicated due to the structure of downtown, with guests just visiting and not attending the festival. Further discussion is recommended.

Vice-chairman Lanio adjourned the meeting at 10:34 a.m.

JAN ELWELL
Chair