

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

JANUARY 8, 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 January 8, 2015 at 8:30 a.m.

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 present. Board members present: Treasurer Jon Dell'Antonia, Molly Brewer, Chairwoman Jan Elwell, Kaci Lyford, Vice-chairman Alex Lanio, Jolie Williams, Edna Brown, Renee Funderburgh, Amber Gutschlag, and Robert Hamilton.

Absent: Rebecca Drekmann

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

Guests: Mayor Pro-Tem Travis Ussery and Heidi Stark, City of McKinney Marketing and Advertising Coordinator and Rick Glew, McKinney Community Development Corporation.

CONSENT ITEMS

15-014 Minutes of the Main Street Board Meeting of December 11, 2014
The Board unanimously approved the motion by Amber Gutschlag, seconded by Molly Brewer to approve the minutes of December 11, 2014.

15-015 Minutes of the Main Street Special Board Meeting of December 19, 2014
The Board unanimously approved the motion by Jon Dell'Antonia, seconded by Jolie Williams to approve the minutes for the Special Board Meeting of December 19, 2014.

REGULAR AGENDA

15-016 Consider/Discuss/Act on Billboard Marketing Opportunity

Ms. Rosenthal passed out information about the marketing opportunity for Main Street and discussed 3 options for billboard advertising. Each location was explained and discussed and time line and pricing options were explained. The Board discussed. Robert Hamilton made a motion that the board approve the location 3 billboard as presented, for 2 ½ months, with a goal of starting January 15th if possible, and the option to possibly extend for the 3rd month. Jon Dell'Antonia seconded the motion. Chairwoman Elwell asked the board to vote, all members responded with approval, the motion was passed.

15-017 Consider/Discuss/Act on Chamber Awards Recipient

Ms. Rosenthal presented to the board a nomination for the Chamber Award Recipient, Ron and Aleve Wieland, for their commitment and volunteer time given to the success of Oktoberfest. Jon Dell'Antonia made a motion to accept the nomination, Robert Hamilton seconded the motion. Chairwoman Elwell called for a vote, all board members approved, motion was passed.

15-018 Consider/Discuss/Act on Financial Reports

Financial reports were presented to the board for review. An omission was pointed out by Treasurer Jon Dell'Antonia for the Fed Ex sponsorship funds that are still due for Home for the Holidays. Renee Funderburgh made a motion to approve the financial reports, seconded by Molly Brewer, all board members approved.

DISCUSSION ITEMS

15-019 Discuss Main Street "Downtown Events" Worksheet

Ms. Rosenthal handed out the "Downtown Events" Worksheet to the board members for review. Each current downtown event is listed and

pertinent details to assist with analysis of event success. In the city council work session held previously the council asked for recommendations from Main Street concerning current special events and possible new events to be considered. The Board discussed the worksheet and each event, Ms. Rosenthal will present recommendations to the city council at a later date.

15-020 Discuss Krewe of Barkus 2015

Ms. Rosenthal handed out a copy of the budget for Krewe of Barkus 2015. The board discussed.

REPORTS

15-021 Director's Report

Ms. Rosenthal thanked Jolie Williams for helping coordinate the Toyota employee meetings and filling all the open times and she thanked Robert Hamilton for his help moving the houses from Santa's village.

Ms. Rosenthal recommended that the board form a sub-committee for Bike the Bricks and for Arts in Bloom, an email will be sent out to sign up.

15-022 City Liaison Report

Mayor Pro-Tem Ussery spoke to the board concerning replying to emails, asking to only reply to the sender, not all. Mayor Pro-Tem Ussery then spoke about the CIP, the 10 year plan for the city, projections for roads, infrastructure etc. to support the city's growth. Mayor Pro-Tem Ussery informed the Board of 2 upcoming Town Hall meetings and invited all to attend. Mayor Pro-Tem Ussery informed the board of an upcoming ordinance concerning outdoor music after 10pm that will be brought before the City Council.

ADJOURN

Chair-woman Elwell adjourned the meeting 10:31 a.m.

JAN ELWELL
Chair

