

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

FEBRUARY 11, 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 February 11, 2016 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:31 a.m. Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Jolie Williams, Edna Brown, Amber Gutschlag, Robert Hamilton, Rebecca Drekman, and Ric Anderson.

Absent: None

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

Guests: Michelle Feldker and Rick Glew.

16-158 City Liaison Reports
No Liaison report at this time.

16-159 Director's Report
Ms. Rosenthal updated the Board on the upcoming public input meetings concerning parking and public transit on February 16 at 6:00 p.m. in Council Chambers. Several issues concerning downtown parking will be discussed. The city has approved and is in the process of hiring two part-time parking enforcement officers for the downtown area. Ms. Rosenthal also informed the Board about a public input meeting concerning the city manager search. That meeting is at 6:30 p.m. on February 15, also in Council Chambers and is specifically to gather public input on the profile for the new city manager and criteria to be used in the search process.

Ms. Rosenthal invited the board to attend the Chamber of Commerce City award dinner on February 19 at the Sheraton Hotel. Main Street will have a table and seats are available. Chairwoman Jan Elwell will present the award to Pat Lobb Toyota for their contributions to McKinney Main Street. Ms. Rosenthal updated the board on the presentation on January 25 to the City Council concerning the survey results. Ms. Elwell commented that it was a surprise to Council that most of the responses were in favor of events but there was also some concern about the cost of city services for events, with a total of \$241,000 being the number they had obtained from other city departments for staff and overtime costs. Several other events were included in this number that are not main street events like Red, White and Boom. Ms. Rosenthal recapped the business monthly meeting for February. The meeting followed a new format and went very well, the board discussed. Ms. Rosenthal talked about a plan to ramp up Second Saturday promotions, possibly changing to an all-day event, the board discussed.

16-160 Minutes of the Main Street Board Meeting of January 14, 2016

Board members unanimously approved the motion by Board member Amber Gutschlag, seconded by Board member Jolie Williams, to approve the Minutes of the Main Street Board Meeting of January 14, 2016.

16-161 Consider/Discuss/Act on Financial Reports

Ms. Gutschlag presented the financial reports to the board, explaining the new P/I format and budget versus actual for event budgets. Going forward this is the format that will be presented. Board members unanimously approved the motion by Board member Rebecca Drekman, seconded by Board member Robert Hamilton, to approve the financial reports as presented.

16-162 Discuss Main Street 4 Point Approach

Ms. Rosenthal invited Mr. Werner to speak to the board concerning the 4-point approach. Mr. Werner had recently attended the Main Street new managers training in Georgetown. Mr. Werner updated the board on the 4-point approach for Main Street, explaining that many main streets need to be revitalized but that we are past that and that Main Street is looking to repurpose and refresh. Mr. Werner covered the 4 points: design; economic vitality; promotion; and organization. The board discussed. Ms. Rosenthal asked the board to review the vision, mission and core values for Main Street. The board discussed what the core values should be. Chairwoman Elwell discussed the National Main Street designation and asked if that should be the goal for McKinney Main Street. The board discussed. Ms. Elwell made a suggestion to form a subcommittee to address the 4-point approach and redefine the mission statement and adopt core values. The board discussed and decided to plan a board retreat for that purpose.

16-163 Discuss Past Downtown Events

Mr. Fairchild recapped Krewe of Barcus. There were 245 dogs in attendance, 24 volunteers, and 20 merchants donated items. Thousands of spectators enjoyed wonderful weather, and overall it was a very successful event with lots of free media coverage. The theme for next year has already been announced, Barkus Gone Bad, a salute to your favorite villains on Sunday, February 26, 2017.

16-164 Discuss Future Downtown Events

Ms. Rosenthal updated the board on the plans for Arts in Bloom, one day only, 11:00 a.m. to 8:00 p.m. The square will be closed, right turns only allowed on the square, and artists will pay \$75. Still working with the wineries to get the details for wine sales. Mr. Fairchild discussed the need to build up the artists that attend to create a larger event, but that takes time. Next year can be larger with higher fees but the event needs

to be established so that artists want to come. Mr. Anderson asked what the vital points are to attract artists to the event. Mr. Fairchild listed several, juried show, local, regional and national, buyers that attend, etc. Mr. Fairchild discussed how to attract the right buyers, wine tasting, art lovers, how to reach them, direct mail, and specific media advertising that can target the market. The board discussed. Ms. Rosenthal touched briefly on Oktoberfest planning. The board will form a subcommittee to decide about the carnival and also charging admission.

Chairwoman Elwell adjourned the meeting at 10:11 a.m.

JAN ELWELL
Chair