

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

July 14, 2011

The McKinney Downtown Business Re-Development Board of Directors met in the City of McKinney City Hall, 222 N. Tennessee Street, McKinney, Texas on Thursday, July 14, 2011. Chairman Johnny Galyean called to order the regular meeting of the McKinney Downtown Business Re-Development Board at 8:42 a.m.

Roll Call

The following persons were present: Treasurer Jan Temples, Karen Klassen, Jodi Ann LaFreniere, Jennifer Cox, George Lodge and Chairman Johnny Galyean. Main Street Board members absent: CoCo Good, Tom Meredith, Renee Funderburgh, Molly Brewer, and Jon Dell'Antonia. Main Street Staff present: Main Street Program Director, Ty Lake and Main Street Assistant, Merry Caroline Canter. Guest(s) present: Mayor Pro Tem Travis Ussery and City Councilman Roger Harris.

Consider/Discuss/Act – Minutes of the June 9, 2011 Board Meeting

Mr. Lodge made a motion to approve the June 9, 2011 minutes as written. Ms. LaFreniere seconded. The board voted; the minutes were approved unanimously.

Consider/Discuss/Act – Main Street Applying for Temporary Alcohol Permit

Chairman Galyean stated that Mrs. Lake has been recently meeting with the City Manager and the City Attorney over the past few months to discuss the possibility of Main Street to carry the Alcohol Permit for McKinney Oktoberfest, he then turned the discussion over to Mrs. Lake. Mrs. Lake stated that questions started last year as to why we do not carry our own Alcohol Permit for the event like so many other cities around us and instead we pay Aparicio's to cover the permit; so since then we have been looking into this. The board discussed. Ms. Klassen made a motion that we move forward with Main Street applying for the Temporary Alcohol Permit for McKinney Oktoberfest 2011. Treasurer Temples seconded. The board voted; the motion was approved unanimously.

Chairman Report – Board Captain Update

Chairman Galyean moved to discuss Board Captain Updates and turned the discussion over to each board member. The Board discussed.

Chairman Report – Imagine School Proposal Update

Chairman Galyean moved to discuss the update from the Imagine School Proposal and turned the discussion over to Mrs. Lake. Mrs. Lake announced that the Imagine School has pulled their proposal as they will be waiting to open until the 2012 once their school is build. The board discussed.

Directors Report – Directors Update

Mrs. Lake gave an update on Tuesday's Business Monthly Meeting. She stated that it was a great meeting, we had a team building exercise that we very fun and many commented that it was very beneficial just to get to know other business owners. Mrs. Lake gave a brief update on new businesses in downtown. Lastly, there was a big discussion at the monthly meeting about Back to School and how many businesses are finding unique ways to give back to the community and help with school supplies, Mrs. Lake stated that in the future, when we are given advanced notice from the merchants we will be able to promote and market these opportunities for all of Downtown McKinney. The Board discussed.

Directors Report – Image Campaign

Mrs. Lake moved to discuss the Image Campaign. Mrs. Lake stated that the first Image Campaign Committee Meeting was held and was a great first meeting; everyone was very excited and supported the vision for a new direction. Mrs. Lake reviewed the highlights from the meeting; the Shoppers Guide should not be apart of the Image Campaign going forward, businesses will have to pay a small fee to be in it twice a year. We have also been asked to look into ways to save on the cost of producing the Shoppers Guide, with out lowering the quality. With the bulk of the Image Campaign funds going towards the lights on the buildings, everyone agreed that they want to continue to do this however would like to focus on inexpensive ways to decorate for the day time customers. The first project for this committee is to decorate for the Fall, starting after Oktoberfest. The board discussed.

Directors Report – Oktoberfest Update

Mrs. Lake briefly gave an update on Oktoberfest. Mrs. Lake stated that this event is continuing to grow and move forward. Mrs. Lake briefly reviewed all the different activities including a new pancake breakfast that Gather and Spoon's will be sponsoring on the Saturday morning of the event. Mrs. Lake then reviewed all sponsor funds that she is currently working on; she then stated that she will provide the official estimated budget to the board next month. The Board discussed.

Review and Discuss Financials

Treasurer Temples gave a brief report on the financials. Treasurer Temples directed everyone to review the financials that were provided in the board packet. The Board discussed and reviewed the statements with no further questions.

Liaison Reports – Downtown Property Owners

Ms. Klassen reported on the Downtown Property Owners. She stated that the DPO has not met in a while; however she will be talking to Mr. Day soon to schedule a meeting. The Board discussed.

Liaison Reports – Chamber of Commerce

Mrs. LaFreniere reported on the Chamber of Commerce. Mrs. LaFreniere gave a brief update on several upcoming meetings. Mrs. LaFreniere announced that McKinney First has committed to have representation at all Main Street Events for the rest of the year, which will hopefully help get the word out. Lastly, she reported that the Young Professionals are currently working on a Toy Drive that will benefit CASA of Collin County.

Liaison Reports – McKinney Conventions & Visitors Bureau

Mr. Lodge gave a report on the McKinney Conventions & Visitors Bureau. Mr. Lodge stated that Bloomin & Bloomin was very success and did very well. He gave an update on what all the MCVB staff is currently doing around the area and State. Lastly he reported that the McKinney Smart Phone App is up and running and is doing very well. The Board discussed.

Liaison Reports – City of McKinney

Mrs. Cox gave a report on the City of McKinney. Mrs. Cox stated that the Town Center Study's latest endeavor has been moving to a Form Based Code, which will go before City Council on the 4th work session of September, so please stay tune for that piece.

Chairman Galyean took a moment to welcome and recognize new City Councilmember Roger Harris. He also thanked Mayor Pro Tem Travis Ussery for attending the Main Street Board Meeting.

Chairman Galyean asked for a motion to adjourn the Board; Ms. LaFreniere gave the first and Mrs. Cox gave a second. The Board meeting adjourned at 9:32 a.m.

Minutes approved by: _____

Johnny Galyean, Chairman of the Board