

## **McKinney Main Street**

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

**MAY 11, 2017**

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 May 11, 2017 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:36 a.m. after determining a quorum present. Board members present: Jan Elwell, Kaci Lyford, Alex Lanio, Edna Brown, Amber Gutschlag, Robert Hamilton, Ric Anderson, and Courtney Ward.

Absent: Jolie Williams

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Aaron Werner, MPAC Marketing Coordinator Jakia Dudley-Faine, City of McKinney Special Events Coordinator Geoff Fairchild and MPAC/Main Street Executive Assistant Belinda Kennedy.

Guests: City of McKinney Councilman Travis Ussery, City of McKinney Assistant City Manager Barry Shelton, and Rick Glew.

#### **17-474** City Liaison Report

Mr. Ussery updated the Board on the Craig Ranch hotel project, which has been approved by City Council and will be moving forward. Mr. Shelton updated the Board on the downtown parking committee progress, construction has begun on two lots, 70 spaces at the Wysong sight and 47 spaces at the Methodist parking lot. Also, the parking garage at Virginia and Chestnut is moving forward. Completion date is April 4, 2018. The concept for gravel lots was not approved and the Comp plan has been extended 12 months. The 380 bypass project is ongoing and TXDOT is taking the lead on that. Mr. Shelton revisited the Craig Ranch hotel project, adding that it will be a Marriott hotel. The City is working with KDC to partner on the Gateway development.

**17-475** Director's Report

Ms. Rosenthal encouraged the Board to vote for Downtown McKinney on America's Main street contest. Main Street could win \$25,000. There are many ideas of how to spend the money: another Polaris; public art; wireless sound, etc. Ms. Rosenthal invited the Board to the June 8, 2017 Serve McKinney event. At the event you can learn about the Boards and Commissions and other non-profits. This is a great event and hopefully some Board members can attend. On our Board, Jan Elwell is termed out and everyone else needs to apply to stay on the Board. Ms. Rosenthal updated the Board on the Polaris. We are waiting on the top signage and the shuttle will run about 32-35 hours a week and will be adjusted as we go based on needs. On May 31<sup>st</sup>, the Downtown.TX org will have an event to showcase spaces for lease in McKinney. Ms. Rosenthal received an update for Volunteer McKinney concerning the Santa house. We had asked for 10% of proceeds, extending the hours and options to lease out the house when not in use. Volunteer McKinney has responded via letter and this will be reviewed by the staff and a committee if needed.

**17-476** Minutes of the Main Street Board Meeting of April 13, 2017

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Edna Brown, to approve the Minutes of the Main Street Board Meeting of April 13, 2017.

**17-477** Consider/Discuss/Act on Financial Reports

Ms. Gutschlag discussed the included financial reports explaining the outstanding accounts receivable and that the profit/loss for Arts in Bloom will probably go down to around \$10,000. Board members unanimously approved the motion by Board member Kaci Lyford, seconded by Board member Robert Hamilton, to approve the financial reports.

**17-478** Consider/Discuss/Act on Downtown Christmas Tree

Ms. Rosenthal explained to the Board the options that we could pursue

for the Downtown Christmas Tree. In the past we spent approximately \$9000 for a 36 foot Blue Spruce. The Board discussed options for an artificial tree or other live options but decided to stick with Sandone, pay for the installation and continue fundraising efforts to support the tree.

**17-479** Discuss Bike the Bricks

Mr. Fairchild discussed the Bike the Bricks event and budget. The race expenses are fixed, this includes prizes, fencing, lighting, judges, tents, entertainment, etc. and income is a variable, with sponsorships, race registration, and commissions from vendors. We have a headliner band, Infinite Journey for the main stage and two other bands. Ms. Ward suggested that the Board form subcommittees for each event so the Board members can support the planning and execution done by the staff. The Board discussed. Mr. Fairchild stated that it would be very helpful for the Board members to take on certain planning aspects of the festivals, especially as they grow larger each year.

**17-480** Discuss Arts in Bloom Recap

Ms. Rosenthal began the Arts in Bloom recap by playing the video for the event. We had 33,000 in attendance, 55 artists, from 16 states. Some concerns that came up with the event involve the local artist's set-up and leaving before the event was over, and paying vendors requested to be on the main streets not side streets. In order to attract more fine art we have to have the consumer willing to pay the price, not looking for local art that can be priced lower. The food and beverage areas did well, and some vendors felt we should stay open later.

Chairwoman Elwell adjourned the meeting at 10:13 a.m.

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JAN ELWELL  
Chair