

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

JULY 10, 2014

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 July 10, 2014 at 8:30 a.m.

Chairwoman Jan Temples called to order the meeting of the McKinney Downtown re-Development Board at 8:35 a.m. after determining a quorum present. Board members present: Jon Dell'Antonia, Molly Brewer, Jan Elwell, Jan Temples, Karen Dawkins, Renee Funderburgh, Kaci Lyford, Alex Lanio, Jolie Williams

Absent: Bonnie Shafto, Jodi Ann LaFreniere-Ray

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: City Council Mayor Pro-Tem Travis Ussery and Jennifer Estes, Baylor McKinney.

CONSENT ITEMS

- 14-645** Minutes of the Main Street Board Meeting of May 8, 2014
The Board unanimously approved the motion by Jan Elwell, seconded by Jon Dell'Antonia to approve the minutes of May 8, 2014.
- 14-637** Minutes of the Main Street Board Meeting of June 17, 2014
The Board unanimously approved the motion by Jon Dell'Antonia, seconded by Karen Dawkins to approve the minutes of June 17, 2014.

DISCUSSION ITEMS

- 14-641** Review/Discuss Committee Goals and Objectives

14-640 Discuss Upcoming Events - Oktoberfest and Wish 100

Ms. Rosenthal updated the board members on the planning for Oktoberfest 2014, explaining some new opportunities for revenue by changing to a coupon system for food and beverage purchases. She informed the board that Bavarian Grill had chosen not to return to the event and that she is working with downtown restaurants to operate the food booths for the festival. Ms. Rosenthal discussed with the board getting weather insurance for the event and also asking MCDC for \$15,000 advertising grant to promote the festival. Ms. Rosenthal then discussed the sponsorship opportunities for Oktoberfest; she has been working with Toyota for a title sponsorship, Verizon for the main stage and Star Local Media for in-kind support. The board discussed other possible sponsors, Market Street, Franconia, Win-Co, Ag-Power, and Encore Wire were mentioned. The board discussed different ideas for marketing sponsorship packages to area businesses.

14-639 Discuss Past Events Recap

Chairwoman Jan Temples opened the discussion of past events, discussing overall expenses for Bike the Bricks 2014 as being \$91,529. The board discussed the shortfall of revenue vs. expenses for events with Chairwoman Temples stating that the goal is to get numbers for the city investment in each event, for costs like police, streets, parks, etc. so that a true picture of the costs related to each event can be analyzed. The board discussed how to analyze the value of the events and if each event is worth continuing if the expenses exceed the revenue. The board discussed some of the pros and cons of each event.

Chairwoman Temples asked Ms. Hancock to recap the Red White and Boom July 4th event for the board. Ms. Hancock highlighted the success of the parade with over 80 entries, including 20 floats and lots of new

participants. She explained to the board that this is a joint event with the Parks and Rec Department and that she had worked closely with their staff and attributed some of the successes to social media exposure.

14-638 Discuss New Downtown Business Introduction

Chairwoman Jan Temples introduced T.J. and Rob from Munzee Marketplace, a new downtown business. They introduced the board to their business and explained the 21st Century scavenger hunt that utilizes QRC codes around the world. They highlighted their 170,000 players worldwide and the opening of the convenience store on Virginia Street. They are looking forward to the store opening which is planned for August 1.

REPORTS

14-644 City Liaison Reports

Ms. Good updated the board on the communications and marketing departments' recent publication in See Texas First, highlighting a 4 page spread on suburbs and that regular city advertising that is in place will be used to highlight upcoming events like Oktoberfest.

14-643 Director's Report

Ms. Rosenthal played a video for the board to introduce the idea of a new event for downtown, the Texas Monthly Magazine BBQ festival. The board discussed the possibility of this event coming to McKinney and the impact on the city and downtown. Chairwoman Temples suggested that the board have an event meeting to consider all events and plan for a survey to be sent out to downtown merchants. Mayor Pro-Tem Ussery added that he felt it essential to conduct the survey to give people the opportunity to voice their opinions. Chairwoman Temples asked for a group to meet concerning the survey, board members Kaci Lyford, Karen

Dawkins, Molly Brewer and Jan Elwell expressed interest in working on the survey.

14-642 Discuss Financial Reports

Mr. Dell'Antonia asked the board to review the financial documents included in the board packet and discussed talking to city leaders about events going forward, profitability, benefits etc. and plans when there is a shortfall in the budget. He discussed the concern that if Oktoberfest is rained out, then Main Street wouldn't have any money to support the other events. Mayor Pro-tem Ussery discussed the possibility of a line item on the city budget to support events in McKinney.

ADJOURN

Chairwoman Temples adjourned the meeting at 10:02 a.m.

Jan Temples
Chairwoman

McKINNEY MAIN STREET

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