

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

APRIL 19, 2018

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 April 19, 2018 at 8:30 a.m.

Board members present: Chairman Alex Lanio, Vice Chairman Jolie Williams, Treasurer Amber Gutschlag, Board members: Kaci Lyford, Edna Brown, Robert Hamilton, Ric Anderson, Courtney Ward, and Doug Willmarth.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy.

Chairman Alex Lanio called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:33 a.m. after determining a quorum present.

18-313 Chairman Lanio postponed the City Liaison Report.

18-314 Chairman Lanio called for the Director's Report. McKinney Main Street Director Amy Rosenthal updated the Board on the new 2nd Saturday promotions via the merchant co-op. The March 2nd Saturday was successful and great plans coming up for May since April was Arts in Bloom. May will have a music focus. Mr. Anderson asked if there is an app that merchants or Main Street could use to encourage patrons to visit all the merchants participating in 2nd Saturday, the Board discussed. Ms. Rosenthal then spoke about Santa on the Square, Volunteer McKinney has expressed concern about continuing on Home for the Holidays weekend, it is difficult for families to get to the location and many people want a walk-up photo op at the event since that is what we have always had. The Board discussed. Ms. Rosenthal asked for a sub-committee to be formed for Home for the Holidays preparations and other general holiday planning for downtown, Main Street needs to research a new light

vendor and the Parks and Rec department is wanting to do a walking light tour at Gabe Nesbitt Park. We own the domain McKinneyChristmas.com so perhaps we can work with other departments to create a destination for the holidays with a wide variety of events all over McKinney. Ms. Rosenthal discussed with the Board the cultural district designation process, She would like to invite other City of McKinney Board members to a meeting about the cultural district. The Board discussed. Ms. Rosenthal discussed the need for new curtains in the Courtroom Theater at MPAC and the Board agreed to a curtain campaign similar to the seat cushion campaign.

Chairman Lanio called for Consent item. Board members unanimously approved the motion by Board Member Hamilton, seconded by Treasurer Gutschlag to approve the following consent item:

- 18-315** Minutes of the Main Street Board Meeting of March 8, 2018
- 18-316** Chairman Lanio called for Consideration/Discussion/Action on Financial Reports. Board member Gutschlag reviewed the financial reports with the Board, explaining the process of the 2nd Saturday funds. The Board unanimously approved the motion made by Vice Chairman Williams, seconded by Board member Lyford to approve the financial reports.
- 18-317** Chairman Lanio called for the Arts in Bloom 2018 Recap. Ms. Rosenthal informed the Board that Geoff Fairchild has resigned from the position of Special Events coordinator for the City of McKinney. Main Street retained a contractor to help facilitate the event. The weather impacted the event all weekend, cold temperatures, storms and wind were challenging for set-up, vendors, artists and guests. Ms. Rosenthal discussed some of the Artist feedback that she had received, some of the local artists were dissatisfied with their location. The Board discussed several options concerning Arts in Bloom and the possibility of moving it to another weekend, and considering adding Art and Wine to the title or rebranding the event to return the original concept to the local artists. The budget

recap is not complete but preliminary numbers look to be down 17-20% overall for food and beverage sales, income and expenses for the event will continue to be reconciled as numbers roll in.

18-318 Chairman Lanio called for Discussion of Main Street Sponsorships. Ms. Jakia Dudley-Faine presented to the Board the current structure and practices for sponsorships. She gave examples of the Bike the Bricks and Oktoberfest sponsorship packages, larger festivals have more levels, sometimes we package events to appeal to a particular sponsor or bring in sponsors for smaller events. The Board discussed the current policies and discussed the 1st right of refusal policy that is normally used for returning sponsors, this is an industry standard. There can be more levels to the sponsorships as the events get larger and McKinney continues to grow. Chairman Lanio thanked Ms. Dudley-Faine for her presentation.

18-319 Chairman Lanio called for the Discussion of the Upcoming Event: Bike the Bricks. McKinney Main Street Director Amy Rosenthal updated the Board members on the planning for Bike the Bricks. Richardson Bike Mart is back as a sponsor for \$5000 and there are several other sponsorships confirmed. There will be entertainment on the main stage, a kid's area, food trucks and beer sales. Director Rosenthal discussed with the Board a possible proposal for outdoor speakers, cost is \$53,000 so we would need to possibly ask MCDC for help. The Board discussed other cities that have outdoor music and the positive effect it can have on the atmosphere and public enjoyment of the area.

Chairman Lanio adjourned the meeting at 10:00 a.m.

ALEX LANIO
Chair