

## **McKinney Main Street**

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

**MARCH 14, 2019**

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 March 14, 2019 at 8:30 a.m. PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

#### **CALL TO ORDER**

McKinney Main Street Board Vice-Chair Jolie Williams called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:32 a.m. after determining a quorum present. Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams, Secretary/Treasurer Kathryn Waite, Kaci Lyford, Edna Brown, Ric Anderson, Julie Williams and Jim Smith.

Absent: Doug Willmarth

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Director Aaron Werner, City of McKinney Special Events Coordinator Andrew Jones, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilman Charlie Phillips and City of McKinney Assistant City Manager Barry Shelton.

#### **19-0214 City Liaison Report**

Ms. Williams called for the City Liaison Report. Mr. Shelton updated the Board on the following items: the Craig Ranch resort style Hotel is being finalized, adding many features McKinney currently does not offer like a lazy river resort pool, in the downtown garage the city will be adding cameras for security, Farmers Market has moved back to Chestnut Square, the City signed a letter of intent to support the building of a new 2000 seat performing arts center, the city is in the process of contract to

design improvements downtown which may include a pedestrian area.

Mr. Shelton reviewed the Bond Election with the board and there is not tax increase with the bonds.

**19-0215** Director's Report

Ms. Williams called for the Director's Report. Ms. Rosenthal updated the Board on Bike the Bricks, McKinney City Council decided that the City and Main Street are no longer able to support the event in Downtown McKinney. The board discussed. Ms. Rosenthal explained to the Board the city's KPI-Key Performance Indicators- Program and explained what the Main Street staff reports. The KPI dashboard is available on the city website and is a good source of progress for Main Street. With the cancellation of Bike the Bricks, Ms. Rosenthal suggested a sub-committee to determine possibilities for a new festival or smaller events that Main Street could support. Ms. Rosenthal discussed the possibility for a secret shopper program, the Board discussed, Mr. Anderson will put together a recommendation to the Board. Ms. Rosenthal thanked the Board for their support at Krewe of Barkus, specifically Jolie Williams and also the Main Street staff.

**19-0216** Minutes of the Main Street Board Meeting of December 13, 2018.

Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Julie Williams, to Approve and Refer the Minutes of the Main Street Board Meeting of December 13, 2018.

**19-0217** Minutes of the Main Street Board Meeting of February 13, 2019.

Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Julie Williams, to Approve and Refer the Minutes of the Main Street Board Meeting of February 13, 2019.

**19-0218** Consider/Discuss/Act on Financial Reports

Ms. Waite discussed the financial reports, not many changes for this month. Grant money should be received next month. Board members unanimously approved the motion by Board member Kaci Lyford, seconded by Board member Kathryn Waite, to Approve the Financial Reports.

**19-0219** Discuss Recap of Strategic Session

Ms. Rosenthal discussed the results of the strategic planning session. The goals for the session are branding, events and planning. We need to create/update the brand for Downtown. The two areas that we can focus on are dining and entertainment and tourist. The board discussed.

**19-0220** Discuss Marketing Initiatives

Ms. Rosenthal discussed ideas for marketing initiatives and ways to incorporate McKinney's history with photo ops. The city offers historic walking tours and we should put together a list of ideas the bring people Downtown year round. The Board discussed.

**19-0221** Discuss Upcoming Events: Arts in Bloom

Mr. Jones updated the Board on the plans for Arts in Bloom 2019. Due to increased costs with the tent company, we will spread out the set-up so that we do not go overnight. We have 120 artists, 15 wineries, entertainment throughout the festival, food vendors and kid's activities. We will be taking coupons for all food and Beveridge. The board discussed.

**ADJOURN**

Ms. Waite made a motion to adjourn the meeting at 9:57 a.m.

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Robert Hamilton  
Chair