

**McKinney Main Street**  
**aka McKinney Downtown Business Re-Development Board**

**JUNE 13, 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 June 13, 2019 at 8:30 a.m.

Chairman Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:31 a.m. after determining a quorum present.

Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams, Edna Brown, Ric Anderson, Doug Willmarth, Kathryn Waite, and Jim Smith. Absent: Kaci Lyford, Julie Williams.

Main Street staff present: Main Street Director Amy Rosenthal, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine and McKinney Performing Arts Center/Main Street Executive Assistant Belinda Kennedy. Guests: City of McKinney Mayor Pro Tem Rainey Rogers, City of McKinney Councilman Rick Franklin, City of McKinney Creative Services Manager Michelle Feldker, City of McKinney Sr. Financial Analyst Chance Miller, Katie Scudder and Megan Hedger.

Chairman Hamilton welcomed the guests to the Main Street Board Meeting and thanked the members of the McKinney City Council for attending.

**19-0485**      City Liaison Report

Chairman Hamilton called for the City Liaison Report. Councilman Franklin updated the board, he is the Representative for District 4 and is excited to be the liaison for the Main Street Board.

**19-0486**      Director's Report

Chairman Hamilton called for the Director's report. Ms. Rosenthal started by Thanking our guests and introducing Michelle Feldker from the Communications and Marketing Department and Chance Miller from the Finance Department. Ms. Rosenthal updated the Board on the valet parking test program. In the first weekend, the valet parked 348 cars,

comments from people who used the service are positive, we are seeing some negative comments on social media, people are upset about using parking spaces. Since this was the first weekend, we can adjust as the trial period goes on, the valet company was overstaffed at times due to a lull in the afternoon, Audi cars parking is complimentary due to the sponsorship. The Board discussed. Ms. Rosenthal updated the Board on TCA grants that are being applied for, the grants would be for neon signs downtown, 3 signs in the proposal, one pole sign, parking garage and park here signage. The neon signs would help light up downtown and serve as markers for visitors. Ms. Rosenthal reminded the Board that applications for Boards and Commission are due June 30, please reapply if you need to. Updates on the CIP project on Louisiana street is in progress, major infrastructure updates will be included in the project, merchants are nervous about the project and concerned with access to downtown. Surveys are being done now. The Board discussed. Ms. Rosenthal updated the Board on the parking study, counts of parking spaces/turnover, traffic counts and cameras will be installed to analyze the traffic and parking. Ms. Rosenthal informed the Board about a few marketing programs going on, Main Street is producing a video series promoting the cultural district and downtown, the first one, Date night, will air soon on social media and the city and Main Street were able to take advantage of an opportunity with American Airlines and we will have promo spots airing in First class and business class travel on American Airlines flights. The Board discussed. Ms. Rosenthal talked about some recent feedback from downtown merchants, some merchants and property owners are uneasy, they are concerned about sign permits, parking and decreased foot traffic. Some merchants had a meeting with a few City leaders and expressed concerns about events, number of vendors, etc, many merchants do not understand the goals of Main Street which we need to communicate. The next board meeting in July

11 and there will be a presentation of the data from The Retail Coach for downtown and the cultural district.

**19-0487** Minutes of the Main Street Board Meeting of May 9, 2019

Board members unanimously approved the motion by Board member Jolie Williams, seconded by Board member Jim Smith, to Approve and Refer the Minutes of the Main Street Board Meeting of May 9, 2019.

**19-0488** Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Kathryn Waite, to Approve the Financial Reports.

**19-0489** Discuss Downtown Sales Tax Data

Chairman Hamilton called for a discussion of the Downtown Sales Tax Data presented by Chance Miller, Sr. Financial Analyst for the City of McKinney. Mr. Miller presented the sales tax data for the downtown area and cultural district to the Board. Mr. Miller explained what data is available and where to access the information. The city wants to be proactive with transparency and works to make all available data easy to use with interactive reports. The Board discussed.

**19-0490** Consider/Discuss/Act on Pedometers Purchase and Placement

Chairman Hamilton called for a discussion on downtown pedometers and possible purchase. Ms. Rosenthal presented a quote for 4 pedometers at the cost of \$16000, these pedometers would be portable and could be moved around as needed. The Board discussed the information and what information could be gained from the Retail Coach presentation.

Board members unanimously approved the motion by Board member Jolie Williams, seconded by Board member Jim Smith, to table this item until more information has been gathered.

**19-0491** Discuss Upcoming Events: Restaurant Week

Chairman Hamilton called for the discussion of Restaurant Week. The idea for Restaurant week has been well received, the tentative date is August 2-11 with restaurants offering lunch specials, dinner specials and special menu offering. More details will be shared as they become available. The Board discussed.

**19-0492** Discuss Upcoming Events: McKinney Oktoberfest

Chairman Hamilton called for a discussion of Oktoberfest. Ms. Rosenthal talked with the board about concerns and changes that will be needed for set-up. In prior years we have set up overnight but the tent contractor has doubled the price to follow that schedule so we will need to set up the day prior. This will allow us to hopefully open early on Friday and offer some type of happy hour to bring people down early. The rest of Oktoberfest planning is moving along and we will have more details next month.

Ms. Williams made a motion to adjourn the meeting at 9:53 a.m.

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Robert Hamilton  
Chair