

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

NOVEMBER 12, 2020

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 Thursday, November 12, 2020 at 8:30 a.m.

McKinney Main Street Chairman Robert Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:38 a.m. after determining a quorum present. Board members present: Chairman Robert Hamilton, Vice-Chair Jolie Williams (via Zoom), Doug Willmarth (via Zoom), Preston Schwalls, Chris Wilkes, Julie Williams, Ric Anderson, Taylor Phelan (via Zoom), and Kathryn Waite (via Zoom).

Absent: Kyle Branch

Main Street staff present McKinney Main Street Director Amy Rosenthal, City of McKinney Special Event Coordinator Andrew Jones, McKinney Performing Arts Center Marketing Coordinator Jakia Brunell and McKinney Main Street/MPAC Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilman Rick Franklin, Assistant City Manager Kim Flomm, Rick Glew and Kathryn McGill.

REPORTS

20-1002 City Liaison Report

Chairman Hamilton called for the city liaison report. Ms. Flomm updated the Board on local election results, 2 propositions were decided by local voters, the proposition to recall the district one council member was approved, the proposition for the sale of park land failed. McKinney City Council recently approved the architect firm that will begin working on the plans for the new city hall. Lake Flato Architects will begin design for a 13-acre site on the east side of Highway 5. Ms. Flomm discussed the topic of Parklets, this concept has been presented to Council and Council is willing to work with downtown restaurants to set up a parklet program. Ms. Flomm discussed the Throckmorton statue committee. The

committee has completed its study process and presented to Council.

This process is ongoing.

20-1003 Director's Report

Chairman Hamilton called for the director's report. Ms. Rosenthal advised the Board about the progress for funding the McKinney Christmas Tree. We have almost met our goal within the community and the tree arrives Tuesday. It is time to renew the Main Street accreditation so the Main Street staff will be preparing the required reports. Updates on the Texas Music Revolution, dates are June 4, 5 and 5. The contract should be signed soon, and we will need to form a subcommittee to help with this event. The Light up Louisiana project is complete and looks great, next phase of the project will start in January 2021. The Main Street coordinator position is open due to Aaron Werner taking a position in Denison, Aaron will be missed. Thank you to Julie Williams for participating in the promo photo shoot and Thanks to everyone who helped refinish the picnic tables.

20-1004 Minutes of the Main Street Meeting of October 8, 2020.

Chairman Hamilton called for review and motion for minutes from October 8 meeting.

Board members unanimously approved the motion by Board member Ric Anderson, seconded by Board member Taylor Phelan, to Approve and Refer the Minutes of the Main Street Meeting of October 8, 2020.

20-1005 Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for review and motion for the financial reports. Ms. Waite explained the Better Block expenses and reimbursement. The Board discussed.

Board members unanimously approved the motion by Board member Julie Williams, seconded by Board member Ric Anderson, to Approve the Financial Reports.

20-1006 Discuss Downtown Membership Program

Chairman Hamilton called for discussion of the Downtown Membership program. Ms. Rosenthal discussed the current program and participations. The Board discussed past success and concerns. The idea of tiered involvement was discussed and considered a good idea. The Board discussed the current shoppers guide and ideas for a new guide and online guide as well. An e-directory is being investigated for the future. The Board discussed.

20-1007 Discuss Upcoming Events

Chairman Hamilton called for discussion of upcoming events. Mr. Jones explained the new concept for the holidays, encompassing the whole month of December instead of just the weekend. Events are planned on Kentucky street with the carousel, kids' crafts, Santa visits and more. All the decorations will be going up and we will have photo ops around downtown. Hopefully this new format will help drive foot traffic and bring people downtown the whole month. The Board discussed. The Wine walk that was held last weekend was successful and we will be working on a calendar for similar walk events in 2021. The Board discussed.

Mr. Anderson made a motion to adjourn the meeting at 9:42 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the Main Street Board on: _____

ROBERT HAMILTON
Chairman

KATHRYN WAITE
Secretary / Treasurer