

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

**SEPTEMBER 13, 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 September 13, 2018 at 8:30a.m.

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

Main Street staff present: Main Street Director Amy Rosenthal, City of McKinney Special Events Coordinator Andrew Jones, McKinney Main Street Program Coordinator Aaron Werner, McKinney Performing Arts Center Marketing Coordinator Jakia Dudley-Faine and McKinney Performing Arts Center/Main Street Executive Assistant Belinda Kennedy. Guests: McKinney Mayor Pro Tem Tracy Rath, Michelle Gamble, Jim Smith and Jim Latino.

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.

**18-755** Chairman Lanio called for the City Liaison Report. Mayor Pro Tem Rath updated the board on the 1 ½ cent tax reduction, McKinney City Council will vote on this Monday evening. Mayor Pro Tem invited the Board and guest to the Town Hall Meeting at 6pm Monday evening.

**18-756** Chairman Lanio called for the Director's Report. Ms. Rosenthal recapped for the Board members the visit from Mark Wilson with the downtown merchants. Ms. Rosenthal discussed the possibility of bringing Mr. Wilson back to McKinney for a future seminar, the Board discussed options involving McKinney or other cities. Ms. Rosenthal announced that McKinney had received the Cultural Designation from the State of Texas, this is great news and helps to promote Downtown McKinney as

a destination for Arts and Culture. There will be a kick-off planned for November 10-11, look for more information next month. Ms. Rosenthal will go to the City of McKinney work session on September 17 to discuss special events in the City and options for Bike the Bricks in the future. Ms. Rosenthal closed by thanking the Board Members who are leaving the board at the end of the month, Thank you to Alex Lanio, Amber Gutschlag and Courtney Ward, your service to McKinney Main Street and the citizens of McKinney is greatly appreciated.

**18-757** Chairman Lanio called for the Financial report. Ms. Gutshlag discussed the balance sheet presented and also a copy of the tax return. Vice-chairman Williams made a motion to approve the financial reports, seconded by Ms. Lyford. The Board unanimously approved the financial report.

**18-758** Chairman Lanio called for Discussion/Action on purchasing Weather Insurance for Oktoberfest. The Board discussed 4 options available with different options and costs. The Board discussed the weather forecast, expenses for the festival and possible financial concerns. Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Jolie Williams, to select option 4 for weather insurance for Oktoberfest.

**18-759** Chairman Lanio called for discussion on upcoming events. Mr. Jones discussed Oktoberfest 2018, he asked for the Boards help selling VIP tickets, highlighted new activities for the festival, Play Street Museum, the Perot Museum and a fun photo op. There will be a sports zone and more decorations. Pre-sale tickets are out and available around McKinney. The Fort Worth Oktoberfest is the same weekend so in the future we may try to coordinate entertainment. Ms. Rosenthal updated the Board on Scare on the Square, we are focusing on more home town

things, same date and time as in the past. Home for the Holidays planning is underway, lighting is in process, we are still investigating lighting the water tower, so far the electrical bids have been too high. McKinney City Council did approve an additional \$25,000 for decorations. Ms. Rosenthal thanked Michelle Gamble for her service to the Main Street Board as liaison for McKinney Community Development Board.

Mr. Hamilton called to adjourn the meeting at 10:08 a.m.,

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ALEX LANIO  
Chair