

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

APRIL 11, 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 April 11, 2019 at 8:30 a.m.

Chairman Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:30 a.m. after determining a quorum present.

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

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: Mayor Pro Tem Tracy Rath and Mary Barnes-Tilley.

19-0289 City Liaison Report

Chairman Hamilton called for the City Liaison report. Mayor Pro Tem Rath updated the Board members on the City bond election, presentations are going well, the election includes the bond items, a charter amendment and 3 council seats. The new Cinemark Theater is opening, the theater features a large mural of downtown in the lobby. Budget meeting will start soon, citizens have requested information be shared about the budget earlier in the budget process.

19-0290 Director's Report

Chairman Hamilton called for the Directors Report. Ms. Rosenthal updated the Board on the following items: Main Street had a meeting with the Christmas Tree company and discussed options for 2019 that

will include more guide wires and longer spikes for security and discussed the idea of a permanent pad site for the tree, decisions will be made soon for 2019; Louisiana and Tennessee infrastructure update surveys, design meetings and bids will be starting in Spring of 2020, these updates will replace sidewalks, curbs etc. like the recent projects on Kentucky, this will benefit merchants and building owners but will cause concern for foot traffic while it is taking place, the city will work to minimize the issues. Ms. Rosenthal updated the Board on a proposal for downtown valet parking for Friday and Saturday, the proposal will be presented to council and would have the opportunity for sponsorships. The city is working on signage for the parking garages to direct customers from the square to the available parking. Main Street and the city permits department are working with downtown businesses to get the sidewalk signage up to code and with the proper permits. Mr. Anderson discussed the secret shopper program and the Board discussed putting it out to shop owners to see what interest there would be, also providing ways for the businesses to manage the data available to them online about customer service.

19-0291 Minutes of the Main Street Board Meeting of March 14, 2019

Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Kaci Lyford, to Approve and Refer the Minutes of the Main Street Board Meeting of March 14, 2019.

REGULAR AGENDA

19-0292 Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Edna Brown, seconded by Board member Kaci Lyford, to approve the Financial Reports.

19-0293 Discuss: Main Street America - National Conference

Chairman Hamilton called on Mr. Werner for a recap of the Main Street National Conference. Mr. Werner made a presentation about his experience at the National Main Street Conference held in Seattle Washington, topics discussed were economic development and retail trends. Mr. Werner is researching counters to put downtown so that we can track foot traffic, the counters would be moveable so that we could track a certain street or area.

19-0294 Discuss: Transformation Strategies

Chairman Hamilton called for a discussion of the transformation strategies. Ms. Rosenthal discussed the focus on 2 strategies which are dining and entertainment and tourist and tourism. Main Street will work to identify measures to know how successful we are in those areas. Data can be compiled to help measure using sales tax, hours, traffic etc. The Board discussed.

19-0295 Discuss: Cultural District Grant Opportunities from Texas Commission on the Arts

Chairman Hamilton called for a discussion of the Cultural Grant Opportunities from the Texas Commission on the Arts. Ms. Rosenthal discussed the possible funding available, amounts from \$3000 – 250,000 can be applied for projects within the Cultural District. Some possible projects would be wayfinding/signage, neon signs for the garages, a new festival concept, neon signs, or renewal for an area like the flour mill. The Board discussed.

19-0296 Discuss: Upcoming Events - Arts in Bloom

Chairman Hamilton called for an update on Arts in Bloom. Mr. Jones updated the board on the event, set-up going on now through Friday afternoon, 15 wineries, over 100 artists, weather will be a factor for Saturday but everything is going well. The Board discussed.

Mr. Smith made a motion to adjourn the meeting at 10:03 a.m.

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Robert Hamilton
Chair