

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

NOVEMBER 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 November 14, 2019 at 8:30 a.m.

Chairman Hamilton called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:34 a.m. after determining a quorum present.

Board members present: Robert Hamilton, Julie Williams, Kathryn Waite, Jim Smith, Ric Anderson, Kaci Lyford, Preston Schwalls, Jolie Williams, and Doug Willmarth

Absent: None

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 Brunell and McKinney Main Street Executive Assistant Belinda Kennedy. Guests: City of McKinney Councilman Rick Franklin, City of McKinney Assistant City Manager Barry Shelton and alternate Taylor Phelan.

19-0939 City Liaison Report

Chairman Hamilton called for the City Liaison Report. Mr. Shelton updated the Board members on the purchase of the parking garage, the city will save a half a million dollars by paying upfront for the Chestnut garage. Funds from TIRZ in the amount of \$200,000 will be used to upgrade and add lighting around downtown, especially near the new parking lots and garage.

19-0940 Director's Report

Chairman Hamilton called for the Director's Report. Ms. Rosenthal updated the Board on a new MCDC initiative, Buy Here, Spend Here, shop local campaign which will promote shopping in McKinney. Ms.

Rosenthal had some follow-up feedback from Halloween. Downtown McKinney did see some trick or treaters and some merchants handed out candy, the streets did remain open. We will continue to promote the activities at Trick or Treat Trails at Town Lake, there is much more space and parking for the event at the park and it is much safer for the attendees. Ms. Rosenthal spoke to the Board members about and ongoing discussion around downtown trash collection, the rates have changed, the structure is inconsistent, only about 20% of the businesses have an account and there should be 3 levels of accounts: office, retail and restaurant. Waste Connection is the company contracted with the city and they say there is a deficit, this is an ongoing issue and Main Street will continue to work with the City and downtown businesses to assist. The City is discussing a capital project to improve Louisiana Street and also a possible pedestrian area on South Tennessee. A consulting firm will analyze the best locations and make recommendations. The construction will affect downtown merchants and meetings will be held to communicate the plans with citizens. Ms. Rosenthal ended with a request, Main Street needs Board member help on Tuesday, November 19 from 10am to noon, please come help unwrap ornaments for the tree.

REGULAR AGENDA

19-0941 Consider/Discuss/Act on Financial Reports

Chairman Hamilton called for a review of the financial reports. Board members reviewed and discussed the reports. Board members unanimously approved the motion by Board member Jim Smith, seconded by Board member Ric Anderson, to approve the financial reports.

19-0942 Discuss Cashless Radio Frequency Identification (RFID) with Presentation from Magic Money

Chairman Hamilton introduced Doug Clarke from Magic Money. Mr. Clark explained the business model for Magic Money and how it could be used to replace tickets at Main Street events. Magic Money provides all equipment for the events and guests would purchase a card with tickets on it to use for food, beverages and attractions. This process would eliminate many expenses that Main Street incurs at the events, including staffing, tent space, security, tickets, scales and time for ticket weigh out. It also eliminates all issues of theft or fraud concerning tickets. Main Street would be able to monitor sales in real time as would vendors at the event. The Board discussed.

19-0943 Discuss Transformation Strategies

Chairman Hamilton called for the Discussion of the Main Street Transformation Strategies by each sub-group. Mr. Willmarth updated the Board on the Dining strategy. The focus would be on downtown dining and restaurant week, development of a website to highlight downtown restaurants and encourage visits to explore the diverse restaurants we offer. Also the idea of a public space to compete with other areas that have open areas for people to gather, like Watters Creek and Legacy West. Mr. Anderson updated the Board the Retail strategy, the focus would be making McKinney a destination for shopping and focus on the experience and who is visiting downtown and why. Ms. Williams updated the Board on the Tourist destination strategy, this would involve putting together packages to bring people to McKinney, girl's get-a-way, foodie weekend as examples. The transformation strategies are on ongoing discussion and will be the focus of the Board retreat planned for early 2020.

19-0944 Discuss Upcoming Events: Home for the Holidays

Chairman Hamilton called for the discussion of Home for the Holidays. Mr. Jones updated the Board on the planning for this event. We will have

increased décor around downtown for the event and also for the month.

The activities planned for the event include visits with Santa, Ferris wheel, carousel, snow hill, train and petting zoo. The event will use tickets for all food, beverages and rides/attractions.

Mr. Willmarth made a motion to adjourn at 10:00 a.m.

Robert Hamilton
Chair