

McKinney Main Street
aka McKinney Downtown Business Re-Development Board

August 12, 2010

The McKinney Downtown Business Re-Development Board of Directors met in the City of McKinney City Hall, 2nd Floor Conference Room, 222 N. Tennessee Street, McKinney, Texas on Thursday, August 12, 2010. Chairman Johnny Galyean called to order the regular meeting of the McKinney Downtown Business Re-Development Board at 8:30 a.m. The following persons were present: Vice-Chair Sharla Bush, John Rattan, Jon Dell'Antonia, Molly Brewer, Tom Meredith, CoCo Good, Jan Temples, Karen Klassen, Renee Funderburgh, Jennifer Cox and Chairman Johnny Galyean. Main Street Board members absent: Dorie Helsley. Main Street Staff present: Main Street Program Director Ty Lake and Main Street Assistant Merry Caroline Canter. Guest(s) present: Main Street Liaison /City Councilman Pete Huff and McKinney Performing Arts Director David Taylor.

Consider/Discuss/Act – Minutes of the July 8, 2010 Board Meeting

Mr. Dell'Antonia made a motion to approve the July 8, 2010 minutes. Mr. Rattan seconded. The board voted; the minutes were approved unanimously.

Consider/Discuss/Act –Recommendation to Council for the Main Street Representative to the McKinney Conventions and Visitors Bureau

Chairman Galyean announced that the Main Street Board vote on recommending a new appointment to serve on the McKinney Conventions and Visitors Bureau board. Chairman Galyean informed the Board that this decision would not make it final but it would be a nomination from the Main Street Board to the City Council. Mrs. Lake will inform the City Secretary, Sandy Hart of the Main Street Board's vote. The Board discussed. Mr. Rattan made a motion to nominate Karen Klassen to be the new Main Street Representative on the McKinney Conventions and Visitors Bureau Board. Vice Chair Bush seconded the motion. The board voted; the motion was approved unanimously.

Consider/Discuss –Main Street 2010-2011 Officers and (2) Main Street Board Positions

Chairman Galyean stated to the Board that they needed to form a nominating committee for the 2010-2011 Officers as well as discuss (2) open Main Street Board Positions. The nominating committee

would meet prior to next month months board meeting and come back and present to the board their nominations for consideration and action. Ms. Brewer and Mrs. Temples both volunteered to join Chairman Galyean on the nomination committee. Mrs. Lake announced to the board that although she has no vote, she would like to see Chairman Galyean and Vice Chair Bush continue there roles for the upcoming year. Chairman Galyean asked the Board if anyone had an interested to take on the officer role of the Treasure, Mrs. Temples stated that she would like to be considered. The Board discussed.

Consider/Discuss – 2011 McKinney Firefighters Combat Challenge in Downtown McKinney

Chairman Galyean turned the discussion of the 2011 McKinney Firefighters Combat Challenge over to Mrs. Lake. Mrs. Lake announced the board to review the Firefighters Combat Challenge proposal that is included in the Board packet. Mrs. Lake stated that she and Ms. Canter recently were approached by the McKinney Firefighths Combat Challenge team to hold a Combat Challenge in Downtown McKinney in 2011. Mrs. Lake stated that this event would run similar to Bike the Bricks, we would work with a small group that would handle the Combat Challenge aspect and Main Street would focus on the event coordination as a whole; fundraising, marketing and logistics. The Board discussed. Mrs. Lake stated the she will request members of the combat challenge to attend an upcoming meeting to discuss budget and further details.

Chairman/Vice-Chairman Report – Board Captain Update

Chairman Galyean moved to discuss Board Captain Updates and turned the discussion over to each board member. Each Board member gave an update from their block. The Board discussed.

Chairman/Vice-Chairman Report – Business Update / Discussion

Chairman Galyean opened the floor to discuss new businesses. Vice Chairman Bush announced two new business that are opening in September, both on East Virginia; ‘Gather by Karen Klassen’ and ‘The Flea’ by Karen Dawkins. Mrs. Lake also stated that ‘Patina Green’ is doing extremely well and several merchants have told her that July sales have been record breaking this month. Other business news, The Brier Patch has closed its doors for retirement and Shelby’s & Co. is going to be leasing their space to open a new boutique called ‘The Olive Branch’. The Board discussed.

Directors Report – Main Street Update

Mrs. Lake gave a brief update on the Image Campaign; it has been a year since we redirected the focus of the Image Campaign dollars to “Decorating Downtown” with lights, bows, etc. Since June of 2009, we have raised a total of \$56,000 to be used toward “Decorating Downtown”. The merchants contributed \$36,000 of those dollars and Main Street secured \$20,000 from Grant and Sponsor Requests (McKinney Alliance and MEDC). The Board discussed.

Directors Report – Guardian of the Ribbon Proposal

Mrs. Lake announced that Main Street was recently approached by the McKinney Fire Department with an opportunity to support the National “Pink Heals” Campaign. In partnership with this national campaign the Guardians of the Ribbon Fire truck will be in McKinney on Wednesday, October 20th and they have asked if they could bring it to Downtown McKinney for the day, parked on the west side of MPAC. They have also asked McKinney Main Street to get behind this campaign and help bring support to this very important cause. Mrs. Lake stated that there are so many ways Main Street could support this campaign. Mrs. Lake communicated that exact times have not been confirmed; however she would like feedback and ideas from the Main Street Board. The Board discussed and felt that it is a wonderful cause and we should definitely get behind this awareness event. Mrs. Lake stated that once we get the specifics we will start coordinating our efforts with the downtown merchants.

Directors Report – Brick Pavers Replacement Project Feedback

Mrs. Lake gave a brief report on the Brick Pavers Replacement Project. Main Street only received one complaint during this project, which goes to show what a great job the contractor and the project Manager Matt Richardson did on this job, a big thanks to them and their hard work on making this project go as smoothly as possible. The Board discussed.

Directors Report – Discuss Recent / Upcoming Events

Second Saturdays

Mrs. Lake gave a brief updated on Second Saturdays. In each board packet you will find complete details for the August Second Saturday event in downtown McKinney, which is communicated to our media partners (including the City Communications department and MCVB) so that they can communicate through their channels. The Board discussed.

Oktoberfest

Mrs. Lake gave a brief update regarding McKinney Oktoberfest. Mrs. Lake announced that based on merchant and community feedback, the 3rd Annual McKinney Oktoberfest will be going to two days: Friday, September 24, 2010 at 4 p.m. – 11 p.m. and Saturday, September 25, 2010 at 10 a.m. – 11 p.m. We will begin setting up for the event on midnight on Friday, September 24. Mr. Rattan stated that regarding the block off and setup up time for this event, it has been very controversial in the past with a few of the merchants, however Mr. Rattan stated that Mrs. Lake announced street closures this month's Business Monthly meeting and asked for feedback from the merchants, and no one had any. Mrs. Lake requested for all board to consider volunteering for this event, it is a very large event and we need all the volunteers that we can get. Mrs. Lake presented the marketing plan and the logistics of the event and communicated that the budget will be provided during next month's board meeting. The Board discussed.

Dickens

Mrs. Lake gave a brief update on the Dickens of a Christmas...Home for the Holidays. This year's Dickens will be the 30th Annual and we want to make it bigger and better than ever before. We have sent out a Dickens Committee request to the Shops of Downtown to see who would like to help plan this year, however we will also rely heavily on the board. Mrs. Lake announced that MCDC will meet on August 19th to discuss their board partnering with Main Street to decorate the City of McKinney's Christmas tree at Mitchell Park. Vice Chair Bush also mentioned that we might need to look into winter greenery for the planets throughout Downtown. The Board discussed.

Review and Discuss Financials

Mrs. Lake reported on the financials year to date. Mrs. Lake directed everyone to review the financials that were provided in the board packet. Mrs. Lake announced that we are projected to finish this fiscal year out in September with approximately \$335,000 raised. She also recently went before City Council to present the Main Street proposed budget for 2010-2011 and announced that over the past 5 year's McKinney Main Street has raised over \$1.5 million dollars for Downtown McKinney. The Board discussed and reviewed the statements with no further questions.

Liaison Reports – Downtown Property Owners

Vice Chair Bush had no report on the Downtown Property Owners. Mr. Meredith announced that he attend the City Council TIF meeting last night and stated that when it gets in place it will be big for Downtown McKinney.

Liaison Reports – Chamber of Commerce

Mr. Rattan gave a report on the Chamber of Commerce.

Liaison Reports – McKinney Conventions & Visitors Bureau

No report on the McKinney Conventions and Visitors Bureau was given.

Liaison Reports – City of McKinney

Mrs. Good gave a report on the City of McKinney. Mrs. Good stated that the City of McKinney being number 5 in the country is really big right now and the City is working on getting that message out. The more we tell our story in one voice the stronger and more effective it is as a whole, we are really a hot topic right now which is great. Councilman Huff gave a City Council Update. Councilman Huff shared that the City Council is focusing on a few big items: they are working quickly on filling the City Manager position and are currently hired a search firm, they are now seeing the light at the end of the tunnel in regards to the Bridge Street law suit and hopefully be ready to move forward soon. They have been working hard on the next fiscal year's budget; Council will continue to issue a wage freeze and hiring freeze on City Staff. Also, next Monday the City Council will be meeting to assign the Boards and Commissions for 2010-2011. The board discussed.

Liaison Reports – McKinney Performing Arts Center

David Taylor gave a report on the McKinney Performing Arts Center. Mr. Taylor gave an update on the new fall season. He also shared that MISD Project Graduation program Festival of Trees will not be returning this Holidays season however MPAC will be working to offer family activities during Dickens of a Christmas this year.

The meeting adjourned at 9:57 a.m.

Minutes approved by: _____

Johnny Galyean, Chairman of the Board