

**CITY OF MCKINNEY
MCKINNEY ARMED SERVICES MEMORIAL BOARD, INC.
Wednesday, November 18, 2009
6:00 P.M., Conference Room, 1550-D South College Street**

The McKinney Armed Services Memorial Board met at the Parks, Recreation and Open Space Conference Room, 1550-D South College Street, at 6:00 p.m.

Board members present were David Allevato, Kay Clifton, R.D. Foster, Ralph French, Curtis Rath, and Jim Nichols. Board member absent was Natalie De La Rocha. Staff member present was Parks Development Superintendent Steve Brainerd.

Chairperson Allevato called the meeting to order at 6:00 p.m.

09-85 – Approval of October 14, 2009 Minutes

Copies of the minutes of October 14, 2009, were distributed and discussed. On a motion by Mr. Nichols, seconded by Mr. French, the Board unanimously approved the minutes.

09-86 – Assess 2009 Veterans Day Ceremony

The Board discussed the Veterans Day Ceremony held November 7, 2009, at Veterans Memorial Park in McKinney.

Mr. Brainerd estimated from 175 to 200 persons attended the ceremony. He also suggested that the ceremony be held in the mornings in the future so the sun angle is more agreeable.

Chairperson Allevato, as well as other board members, praised the McKinney North Choir and speakers for jobs well done.

09-87 – Discuss MASMB Tax Filings

The Board discussed MASMB tax filings for 2009. Chairperson Allevato said all expenses and revenues are well documented and he would contact appropriate city officials for advice.

09-88 – Discuss Fundraising

Board members discussed recent fundraising contacts and contributions, as well as the status of paver orders.

Mr. Brainerd said he made the presentation to MCDC for a matching grant of \$200,000 which was well received. Collin County denied the 2009-2010 grant request made by the City of McKinney for the Veterans Memorial Park in McKinney; however, the Collin County Parks Foundation Advisory Board was very supportive in encouraging a 2010-2011 grant request that would be supported. He said further information would be developed by the next board meeting.

The Board also discussed the need for continuous fundraising of funds for maintenance and upgrades.

Mr. Foster suggested a website for the memorial, as well as a system to allow purchase of pavers online. Mr. Brainerd said he would research that possibility.

Mr. Rath said we should continue to advertise the memorial and make it as easy as possible for people to participate. He provided the Board with a

strategic fundraising plan, which included additional marketing of the memorial to citizens, marketing of paver sales through city mailings, internet marketing, and donations from local businesses. The board discussed the plan and agreed to continue discussions at the next meeting.

09-89 – Discuss Memorial Design

Mr. Brainerd stated that Mr. Shipp, LanArc Design, Inc., has started the design process and construction documents should be completed by May 2010, which would allow for dedication of the memorial by Veterans Day 2011. He said the Board should be considering any additional enhancements to the memorial site at this time.

09-90 – Citizen Comments

There were no citizen comments.

Adjournment

Chairperson Allevato suggested the next board meeting be held on February 10, 2010, at the Parks, Recreation and Open Space Administrative Offices Conference Room, 1550-D South College Street, at 6:00 p.m.

On a motion by Mr. Foster and seconded by Mr. Nichols, the meeting was adjourned at 7:45 p.m.

DAVID ALLEVATO

Chairperson