

**CITY OF MCKINNEY
MCKINNEY ARMED SERVICES MEMORIAL BOARD, INC.
Wednesday, April 14, 2010
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, Jim Nichols, Ralph French, and Curtis Rath. Board member absent was Natalie De La Rocha. Staff member present was Parks Development Superintendent Steve Brainerd, as well as City Council Liaison David Brooks.

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

10-08 – Approval of February 10, 2010 Minutes

Copies of the minutes of February 10, 2010, were distributed and discussed. On a motion by Mr. Nichols, seconded by Mr. French, the Board unanimously approved the minutes.

10-09 – Approval of Quarterly Report

Copies of the Quarterly Report for the period January 2010 through March 2010 were distributed and discussed. On a motion by Mr. Nichols, seconded by Mr. Rath, the Board unanimously approved the report.

10-10 – Update from LanArc Design

David Shipp, LanArc Design, provided a proposed Concept Plan Drawing of the memorial site, as well as an explanation of the drawing. Mr. Shipp and

board members discussed aspects of the plan, including multi-level features of the site, possible location of a kiosk, elevation of a flagpole, and location of pavers. Chairman Allevato thanked Mr. Shipp for his work. Mr. Shipp noted he would be continuously updating the board as the plan developed.

10-11 – Discuss Participation in Veterans Benefit Fair

The Board discussed the Veterans Benefit Fair to be held at the MPAC on June 12, 2010, between 10 A.M. and 1 P.M. Chairperson Allevato noted that the VFW was sponsoring the event under the direction of the Texas Veterans Commission and this was an excellent public relations opportunity for the Board to advertise the memorial and sell pavers. The Board unanimously agreed to maintain a booth at the Veterans Benefit Fair. Chairperson Allevato said he would discuss the event, as well as advertisement, with appropriate city officials.

10-12 – Discuss Memorial Day Plan and Site

Chairman Allevato opened the discussion of plans for a Memorial Day ceremony. Mr. Foster noted that McKinney's traditional Memorial Day event is at Pecan Grove Cemetery and suggested the Board not compete with the tradition. He noted that Ridgeview Cemetery in conjunction with the VFW will hold a smaller Memorial Day event at 1:00 with Mr. Brainerd as a speaker. Board members unanimously agreed not to sponsor a Memorial Day event.

10-13 – Discuss Status of Web Based Paver Sales and Tri-fold Handout

Mr. Brainerd reported that attempts to use the MPAC on-line sales system for paver sales had not been successful. After a discussion of options, board members unanimously agreed to not pursue on-line paver sales at this time.

Mr. Foster and Mr. Rath agreed to further develop the tri-fold advertisement of the memorial and paver sales. Mr. Brainerd said he would have design personnel make the handout once their development is complete. The Board decided it was too expensive to mail the advertisement to all McKinney residents and the trifold document would be used as a handout only.

10-14 – Discuss Fundraising

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

Mr. Foster noted that the McKinney Airport is holding a Veterans Day event on November 6, 2010, and the Board can have a booth at the event. He said he is planning a book with information of service members honored on the Wall of Honor and would donate some of the proceeds to the Memorial.

Mr. Brainerd said that preparations are being made for a \$300,000 funding request to Collin County.

10-15 – Discuss Memorial Design and Enhancements

Other than the discussions with Mr. Shipp, no further design issues were discussed.

10-16 – Citizen Comments

There were no citizen comments.

Adjournment

Chairperson Allevato suggested the next board meeting be held on June 9, 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. French, the meeting was adjourned at 7:45 p.m.

DAVID ALLEVATO

Chairperson