



April Meeting Minutes April 7, 2015

Police Report:

Only had 5 arrests for the whole month. Not a whole lot to be concerned about. We had one vehicle that was broken into. We have been writing more parking tickets. Make sure to have your parking pass displayed in your vehicle. Officer Chris is walking around at night to make sure that all the business doors are locked.

DART is getting busier. Please be aware of your surroundings. We had one issue with a homeless person. Remember, if something looks suspicious, please call 911.

Officer Semrau recommended we consider group text messaging for urgent matters to communicate between merchants on safety or police-related matters. We will pursue this suggestion.

Financial Statement:

As of March 31, 2015, HDP A has \$4643 in the bank account. It's a little low because of the Chips on 15 event and the revenue checks have not come in yet.

Construction Projects-Updates:

We received updates from Liz and Frank on the portal project at the March meeting. Currently, that project is slightly ahead of schedule.

McCall Plaza hopes to be kicked off by the end of the month. This project will convert the recessed brick area outside of Fillmore Pub into a public, open-air stage/entertainment area. ETA for completion is October 2015.

The City Staff is also concerned about the viability of the businesses adjacent to the 15th St. Brick Project. They have committed to not start the brick work until the current 15th Street project is completed (between US 75 and G Ave). In the event the current project is completed before the beginning of the Christmas shopping season, we will hold off starting the brick repair until after the first of the year. (Note: following the meeting we had an update that the City has committed to not start the brick work until the current 15th Street project is completed (between US 75 and G Ave). In the event the current project is completed before the beginning of the Christmas shopping season, the City will hold off starting the brick repair until after the first of the year.)

Event Schedule Updates:

Chips on 15-Recap-We net \$7,555.68, which is more than double from last year. We cut expenses across the board for staffing, food, beverage, casino company, and prizes. The biggest revenue source outside of the tickets themselves were the buy backs and add ons at the event. Exact break down of budget are as follows:

Income:

Event Brite Ticket Sales: \$6375.00

Ticket Sales-Check: \$900.00

Raffle/Buy Backs/Add ons in Square (net): 680.74

Raffle/Buy Backs/Add Ons in Cash: \$2307.00
Total Income: \$10,262.74

Expenses:

Elite Casino Events: \$1390.00
Grand Prize Concert Tickets: \$277.10
Grand Prize Hotel Stay: \$185.90
Raffle Ticket Purchase: \$10.81
Playing Card Decorations: \$3.25
Catering-Urban Crust: \$350.00
Catering-Urban Rio: \$490.00
Total Expenses: \$10,262.74

Net Income: \$7,555.68

Night Out on 15- May 17 @ 5:30 PM. Tickets available at <http://nightoutmay2015.eventbrite.com>. Long-table event that goes down the middle of 15th St. Hoping to seat/sell out 250 seats. Five-course meal experience with wine/beer pairings. Lighting put up on 15th Street. This event is about community awareness and giving back to charities in our area. The two beneficiaries are My Possibilities and North Texas Food Bank. We will have Supreme Dream Photography doing social media updates and photography at the event. Theatre Britain will greet attendees as they arrive.

***** Promote this event NOW, by adding poster to windows, adding to your facebook, business and personal, website, and "tell a friend"!

Concert & Picnic on 15- On schedule for July-August-Sept. We are debating whether we can pull off these events given construction projects that will surround us. The present schedule calls for two concert events (July and September) and one picnic event in August. However, with the construction projects currently happening and the one set to begin in the coming months, it brings up whether or not we should suspend these events and consider another with less demands on geography.

General feedback was that we should work to try and keep the events on the calendars a way to drive business to DTP during the construction projects. This may cause events to possibly move locations (J Place parking lot vs 15th St., etc.), and decrease the magnitude of the events. We will have an update at the May meeting.

Logo, Branding Update

We went to Imaginary Creative for logo choices and after board feedback, the choice #2 was presented to the City, who put it on Facebook for a general consensus. The main feedback was that "on 15th" was too limiting and as the downtown area grows. The City is in favor of including "Arts & Heritage District" or something along these lines.

We wanted history, pull in the rail and interurban, industrial beginnings, farming, etc. Interurban Arts District is a thought. The Board will serve as the decision group and the meeting with the City will serve as a filter. We'll have window decals, etc. for all the businesses. We want to keep it from being too trendy or municipal.

The board will have final vote before next general meeting and we will be presenting logo design at our general meeting in May.

Public Relations-Media Buyer

Matt Lagos- Candidate for City Council, Place 5

Lifelong Plano resident. Born in Plano General Hospital on 15th St. Graduate of PSHS. Associates from Collin and graduate of UTD with degree in Finance and Accounting. Business experience: 18 yrs in healthcare and financial services; Community Service: service since 2007 in Plano; Leadership: graduate of Leadership Plano class 27. Believes he shares the same vision for Plano that we have for Downtown. Learn more about Matt at his website at <http://mattforplano.com>. Wants to see a performing arts center be developed in Plano, specifically in downtown Plano. Committed to the area because he wants to see people like him moving to downtown Plano. He wants them to know that there are places outside of Dallas that are cool to live, too. Supports a "Strong Neighborhood" platform.

Julie Holmer with Camille Toro, President of the PPF-Haggard Park Ceremony 4/22 at 7 PM:

Plano Parks Foundation will do a tree-lighting ceremony on Earth Day in Haggard Park. PPF does things like handle tree/bench donations, and support the mission to preserve and protect the Plano Parks. One tree in Haggard Park will have raindrop lights. Above All string quartet out of West Plano will provide musical entertainment. We would love to have everyone come out and attend the lighting.

Collaboration with Michelle Burdeaux, City of Plano Administrator for Arts, Culture and Heritage:

Will be over Plano Stages, Saigling House, etc. to help define downtown Plano as an arts and cultural heritage district to celebrate the arts to enrich life, build community and strengthen its regional identity.

Spotlight Moments:

Renda Gray- Helping bring awareness to the activities of the Plano Conservancy for Preservation. Promoting Tombstone Mysteries event that will take place in the two historic cemeteries right off 15th Street. Expecting ~200 people in attendance. Event is Saturday, May 9 from 9-11 AM.

Rachel Lee- Urban Rio was named one of the top 8 best tex-mex restaurants in Dallas by Dallas Observer.

Jim Wes- Hub Street- Mission to be open by the fall. Food truck park with stage area. Hope to utilize the traffic at TX/OU weekend (Oct. 9-11) and hold a pub crawl. They have rented rooms out at Southfork Ranch. Expecting more than 200 people to attend.

Meeting Adjourned.