



Meeting Agenda

May 5, 2015

Chamber of Commerce Building, 5:30pm

- Call to order- introductions- Mona Crider, President HDP A-Owner LaFoofaraw
- Old Business- Mona Crider
 - Financial Statement
 - ~\$8,000 to date.
 - Police Report
 - There was a sexual assault last month. It did not come up in the meeting last month because it had just happened and Officer Chris did not have complete details and did not want to compromise the investigation. The assailant and victim knew each other and charges are being pressed. Please remind your staff that they should never walk alone at night, even if it's just to their car.
 - There was a burglary at the vapor shop over the past weekend. It's a possible repeat offender. Please see the security camera photos and contact Officer Chris with any information.
 - 15th Street is being damaged even more by big trucks driving down it. If you see a large truck, please contact Chris so he can talk to them.
 - Be aware of homeless people in downtown Plano. There are two that frequent the area and typically are compliant and don't cause issues, but if that changes, please contact Officer Chris. (Photos attached).
 - Event schedule
 - Update on Night Out on 15th (Jeff Bergus)
 - Setting up at 12:30 on May 17
 - Will put out signs regarding towing cars left on 15th Street the Friday before the event. Please let your customers know!
 - Tickets available at NightOutMay2015.EventBrite.com
 - Logo & Branding
 - Lisa Ringel & Cesar Sanchez
 - Logo finalized. Now finalizing color scheme to go with it. Once done, brand standards will be released from Cesar to be used by the HDP A and community.
 - Advertising & Promotion

- Community Impact
 - 12 mo. Advertisement deal contracted. Will alternate between half page and quarter page ads for DTP events, awareness
 - Press Releases (Star Courier & DMN)
 - Regarding Night Out on 15th
 - Website directories (visitplano.com)
 - Kiosks in downtown
 - Updating information and logo for visitors.
 - Street banner
 - Up on 15th Street. Will be updated when new events are planned.
 - Construction Projects Updates
 - McCall Plaza project has broken ground. Expected finish date is October 2015, hopefully before Steinfest.
- New Business
 - Resident benefits program
 - Junction 15
 - Eastside Village
 - Haggard Park HOA
 - (coming soon) Ricefield
- Gary Bouchard email- Make Plano Shine Initiative
- Showcase Moment- Members invited to stand up and share news/promotions for their establishment
 - Within Junction 15
 - Sweet As Sugar Children's Boutique
 - Amazeballs
 - Spa on 15th
 - Paws Dog Barkery
 - Dallas A List Voting is Out! Please vote for our Downtown Plano Businesses!
 - Urban Rio- Best Tex Mex
 - Urban Crust- Best Pizza, Best Trendy Bar
 - Rooftop Event Spot- Best Wedding Venue
 - Theatre Britain- Best Theatre Group
 - Kelly's Eastside- Best Burger
 - Bake Rejoice- Best Wedding Cake
 - Vote at Dallas.cityvoter.com
- Mona Crider
 - Any new business for next meeting?

Next Meeting June 2, 9am, Chamber of Commerce

9am - Chamber of Commerce Building