



***Historic Downtown Plano Association General Meeting Minutes  
February 2, 2016, 9:00 am  
Event1013***

- I. Call to Order—Mona Crider, Board Chair
  
- II. Old Business
  - A. Southern Land project update – Jeremy Cyr
    1. Asbestos removal will begin this week
    2. Demo will begin after that, will go through mid-March
    3. Parking should not have too much disruption
    4. May-June will be the time when actual construction will start
    5. Still working with the City on logistics with alley access
    6. Parking structure will be first to be built
    7. Parking garage may be accessible a couple months before construction is complete
    8. Traffic should not be affected
    9. Parking by McCall Plaza will not be affected
    10. Plano Fire Department has decided they **will not** need the crosswalk between Angela’s and La Foofaraw for an emergency egress lane
    11. Discussed alternative route for deliveries
  - B. Public Safety Report - Officer Chris Semrau, Plano Police Department
    1. Incidents and arrests
      - a. Seven arrests in January, pretty standard for one month
      - b. PSO patrol for marking tires
      - c. Soliciting is a problem in Dallas right now, be on the look out
      - d. There have been a handful of opportunity crimes, be cautious
      - e. Would like to see an increase camera usage on businesses
  - C. Facilities Report
    1. Exterior Lighting Repairs – Alex Hargis, Executive Director
      - a. All lights are fixed as well as shorts
  - D. Parking Report – City of Plano Representative
    1. Lloyd Neal, Transportation Engineer, Parking Study
      - a. Looked at current date and ten years into the future
      - b. Typically there is availability one block away
      - c. Refusal to walk that block
      - d. Slight underage of about 85 stalls
      - e. Looking at options to share private stalls
      - f. Would like to refine sizing of parking garage
      - g. Considering valet and shared parking
      - h. Looked at timed parking, patrons turn over every 3 hours on average
      - i. Study will be available [planotraffic.org](http://planotraffic.org) on February 8<sup>th</sup>
      - j. Public meeting February 16, 6:00 pm, Municipal Center

- k. Frank Turner feels there can be 50 additional spaces added to DART lot, though that would still be several months away
  - l. Employees should park far from businesses allowing customers best parking
  - m. May come up with some kind of incentive to use DART
  - n. Working on making a valet space at McCall Plaza
  - o. Use of City parking lots during weekend is recommended
- E. Cleaning of Street Lamps – City of Plano representative
  - 1. Peter Braster, City is working on them now, should be finished any day
- F. Utility project on 15<sup>th</sup> St. Pl – City of Plano representative
  - 1. Peter Braster, Oncor finally got transformer moved, does not have a timetable though
- G. Heritage Commission Tax Exempt Site Assessments – Bhavesh Mittal, City of Plano Heritage Preservation Officer
  - 1. Currently putting together comments
  - 2. Goes to final Council in March
  - 3. Property owners can contact Bhavesh to know if there are any issues

### III. New Business

- A. HDPa 2016 Membership Drive Update – Alex Hargis
  - 1. **Deadline Extended: FEBRUARY 12, 2016**
  - 2. Still expecting funds
  - 3. Start the year with the membership drive to have funds for events
- B. CHIPS Poker Tournament Update – Rachel Lee
  - 1. Will send out collective information this week
  - 2. Event will be held on March 25
  - 3. Seeking donations for prizes
- C. General Meeting Alternative Start Time – Alex Hargis
  - 1. Email Alex if there are strong opinions on meeting times
  - 2. ahargis@visitdowntownplano.com
- D. Member Benefit Showcase
  - 1. Google Business 360 Degree Virtual View – Lisa Smith, Owner of Voirlisa
  - 2. One time service
  - 3. Can add photos to business website
  - 4. Discounted price for downtown Plano merchants
  - 5. Five businesses need to participate to receive price of \$125
  - 6. Pecan Hollow Golf Course has discounted rate for annual score card ad if 5 businesses participate of \$325
  - 7. Plano Profile doing a story of downtown and its future
  - 8. Full page ad is free; businesses need to send artwork and membership dues by Friday
- E. HDPa 2016 Vision Strategy– Alex Hargis
  - 1. Exposure; events, heritage, marketing, PR
  - 2. Revenue; membership, events, sponsorships, grants, merchandise, advertising
  - 3. Arts; awards/grants, events, commissioned art, incubator programs
  - 4. Thumbprint the brand
  - 5. Improve existing marketing
  - 6. Working to consolidate to one social media platforms
  - 7. New Instagram, downtownplano
  - 8. Working to streamline all systems and processes
  - 9. Will organize committee support
  - 10. Develop a significant arts initiative
- F. State of the City 3.0

1. Tuesday, February 9, 7:00 pm, Cinemark West Plano
  2. Come to support the Mayor and the City
- G. Business Items for Next Meeting

Next Meeting:  
Tuesday, March 1, 2016  
9:00 AM held at event1013

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