



***Historic Downtown Plano Association Meeting Minutes  
April 5, 2016, 9:00 am  
event1013***

1. Call to Order- Alex Hargis, Executive Director
2. Old Business
  - a. Public Safety Report - Officer Chris Semrau, Plano Police Department
    - i. Arrests, getting busier, 3 PIs this month
    - ii. Uptick in soliciting from Dallas, transients moving up
    - iii. Large public safety event in October, more details at a future meeting
    - iv. Parking hasn't been ideal, but not bad
  - b. Finance Report – Barbara Minchillo, Treasurer
    - i. February—59304, 13054 left
    - ii. Chips—expenses of 7204
    - iii. 18586, profit 16896 to HDPA
    - iv. About breaking even on Hop and Shop, don't have final numbers
  - c. Marketing Report – Jackie DeLuna, Marketing Committee Chair
    - i. Meeting—start within community and work out
    - ii. Work on communication to apartment complexes and residents
    - iii. After Wine Walk, combining the HDPA and Downtown Plano Arts District Facebook pages
    - iv. Event calendar—Able to submit your event, posted on our website
    - v. Working on new ideas to reach those that commute into downtown from other areas of the metro
  - d. Chips Recap – Rachel Lee
    - i. The participation was great
    - ii. Elite Casino events
    - iii. Brainstorming for next year already to make it more profitable
  - e. Hop & Shop Recap – Alex Hargis, Executive Director
    - i. Dude Sweet Chocolate brought up the idea,
    - ii. Happened really quickly
    - iii. Working with merchants to see how it can go better next year
3. New Business
  - a. Downtown Plano Art & Wine Walk – Jennifer Shertzer with Plano Magazine
    - i. Next Thursday
    - ii. Business cards with dates so customers know when and where to buy tickets
    - iii. Event ends at 8:00
    - iv. Hopefully, participants will stay and eat
    - v. They will have wristbands
    - vi. If you want to give discounts, contact Jennifer

- vii. Piano—we have a white piano, free to play, will be able to paint/draw on the piano
  - viii. We need volunteers
  - b. Night Out On 15<sup>th</sup> – Jeff Bergus, HDPVA Vice President
    - i. May 22—same idea as last year
    - ii. Same participation, added new ones
    - iii. Will need volunteers, contributors
    - iv. Tickets on sale April 8, advance \$125
    - v. After May 13, \$150
    - vi. Will have cocktail hour at McCall
    - vii. Media Partner is Plano Profile
    - viii. Friday night another gallery opening, businesses should stay open late
  - c. Membership News & Updates – Open forum
    - i. Main Street contest—Keep voting, \$25,000 grand prize
    - ii. Teacher of the Year—needing donations
    - iii. Angela Miner—City Councilwoman in attendance
    - iv. Mud Bug Fest—invitation only, April 30<sup>th</sup>, make donation, angela’s email
    - v. Cathy Zeigler—Plano Library, Director of Libraries, would like to add to Arts District, look to library as a partner,
      - 1. Cooperation with Arts Association and Arts Center and PISD Visual Arts, June, Arts in Residence program starting in the library
        - a. Vote for bond in 2017 to create studio
        - b. Right now it’s a temporary space
        - c. Artists can go one to three months
        - d. Beth Morgan is Coordinator for Arts in Residence
      - 2. Receptive and encouraging of local artists to exhibit at libraries
      - 3. Artist walk, working with Michelle, extending the artwork from 75 to the Harrington Library, will take years, but want to work towards that goal
    - vi. New owners of Brix
    - vii. Gabby Pruitt, featured in Plano Profile
4. Business Items for Next Meeting

Next Meeting:  
 Tuesday, May 3, 2016  
 9:00 AM held at event1013