



***Historic Downtown Plano Association Board Meeting Minutes
January 9, 2017
4:00 pm, The Vested Group***

1. Call to Order- Mirna Lynch, HDPa Board Chair
2. Roll Call: Introduction of new board members
 - a. Mirna Lynch—Chairman
 - b. Jeff Bergus—President
 - c. Nathan Shea—Vice President
 - d. Laurie Holgate—Treasurer
 - e. Bonnie Shea—Secretary
3. Old Business
4. New Business
 - a. Nomination and election of Secretary – Mirna Lynch
 - b. Finance Report—Laurie Holgate, Treasurer
 - i. Bert Avila will be point of contact
 - ii. Actuals
 - iii. Budget
 - iv. Ended up with net income for 2016
 - v. Bonnie distributed 2017 Budget Outlook
 - vi. Motion to use desktop version of Quickbooks from Mona Crider
 - vii. Motion carries unanimously
 - viii. Motion for HDPa to pay for Dropbox by Mona Crider
 - ix. Motion unanimously carries
 - x. Laurie has other proposals that will be voted for in the March meeting
 - xi. Need to go by Legacy Bank to take Barbara Minchillo and Mona Crider off signature card; adding Nathan Shea (should now be Mirna Lynch, Jeff Bergus and Nathan Shea)
 - c. Programming Report—Alex Hargis, Executive Director
 - i. Downtown Mural Project
 1. 10:00 press conference tomorrow morning after general meeting
 2. Will take a few years to complete
 3. Vickery Park and Angela's will be two locations
 4. There will be a third mural location, taking suggestions
 5. Several partners; there will be oversight by art organizations to review potential artwork
 6. Grant is \$68,000 for this year
 7. Looking for sponsors for the mural project
 8. \$6,800 for project manager to be paid by HDPa and will be reimbursed when we recoup money through sponsorships
 9. Half due is this month; will get an account of what he's done so far
 10. Asking all of Plano to submit historical photos to planomural.com or hashtag #planomural on any social media outlets
 11. Also, library will be physically scanning photos on certain days
 - ii. Review calendar of confirmed and proposed events

1. Chips on 15; Friday, March 3rd
 2. Wine Walks kicks off April
 3. ArtFest
 4. Night Out
 5. Movies in the Park
 6. SteinFest
 7. St. Patrick's Day event at Fillmore Pub
 8. Antique car show needs McCall and J Place sometime in October
- iii. McCall Plaza sublease policy proposal and vote
 1. Case by case basis to decide who gets to use the space
 2. How will we be paid for use?
 3. City charges us only \$250 for each event there
 4. We have four usages and they get four usages, as of right now
 5. Alex will negotiate facility agreements and price of use
 - iv. Nominate and elect event chairs
 1. We need event chairs, and co-chairs, and each chair can pick their own team
 2. Nathan Shea, chair for Chips, Jeff co-chair
 3. Eric, chair for Night Out and co-chair for SteinFest
 4. Mona, co-chair for Night Out
 5. Chris and Julie will be vetted for chair or co-chair for SteinFest and ArtFest
 6. Mirna to co-chair ArtFest
- d. Marketing Report—Alex Hargis, Executive Director
 - i. Facebook; we went from 1,300 followers on two pages to 6,000 on one now
 - ii. Twitter; now have 900 followers
 - iii. No Instagram last year; now have 1,500 followers
 - iv. Now have 4,000 emails through Mail Chimp
 - v. Full page print ads for big events
 - vi. Focus will be more on digital advertising
 - e. Development Report—Alex Hargis, Executive Director
 - i. Sponsorship update and recruitment
 1. Republic is sponsoring again for Art and Wine Walk
 2. Want one-on-one with restaurant owners
 3. Mercedes is sponsoring valet all year
 4. If we can do lunch specials or bring up lunch business, they may have to nix lunch valet
 5. Once construction starts, valet will be more necessary
 6. More signage needed; better directions
 7. Ben E. Keith will sponsor SteinFest in a bigger way
 8. Talks with Legacy to sponsor ArtFest again
 9. Raising Cane's would like to sponsor an event
 - ii. 501(c)(3) conversion update
 1. Need to start conversion soon
 2. Will be difficult
 3. Need to speak to attorney
 4. Sara Akers has a contact to start the process
 - f. Membership Report—Alex Hargis, Executive Director

- i. 2017 membership rate increase
 - 1. Will increase from \$100 to \$125
 - 2. Membership drive starting tomorrow at the meeting
 - ii. Membership drive
 - 1. Will create a membership packet so they know what they're getting for their money
 - 2. Board to reach out to three people to bring in new members
 - iii. Mona Lisa Award nominations
 - 1. Eric says we should have recognition, but change the name
 - 2. For outstanding members
 - 3. Alex suggests having a member award and non-member award (strategic partner award)
 - 4. Recognition at Night Out
 - 5. Mona motions to establish both awards
 - 6. Eric seconded
 - 7. Motion passes unanimously
 - g. Facilities Report—Alex Hargis, Executive Director
 - i. Valet update
 - ii. Already covered
5. Business Items for Next Meeting
- a. Vote on marketing budget via email
 - b. Antique car show
 - c. Reviewing nominations for awards
 - d. Reviewing Chips

Next Meeting: Monday, February 27, 2017 at 3:00pm at The Vested Group