



***Historic Downtown Plano Association Board Meeting Agenda  
February 28, 2017  
3:00 pm, Urban Rio Tequila Room***

1. Call to Order- Mirna Lynch, HDPa Board Chair
2. Old Business
  - a. Mona motioned to accept last meeting's minutes; Bonnie seconded
  - b. Unanimously approved
3. New Business
  - a. Finance Report, Laurie Holgate is absent
  - b. Programming Report
    - i. Chips
      1. Have ticket sales closed, hope to have walkups
      2. Ten tables total
      3. Less than last year, but have more individual tickets so making more money so far
      4. Need to sell buy backs!
      5. Have some spectator tickets sold
      6. Have been able to cut expenses
      7. Ben E. Keith donated beer, wine from Wine Walk
      8. Will email blast for last minute individual ticket sales
      9. Need two more volunteers
    - ii. Downtown Mural Project
      1. Still coming along
      2. Design team met last week and narrowed the list from more than 100 to six artists
      3. Reveal artists first of April
      4. Art to begin beginning of May
      5. Bonnie and Jeff have concerns for releasing sketches beforehand
    - iii. Artfest
      1. Plano Art Coalition behind the event; taking over about 50%
      2. Saturday, April 22<sup>nd</sup> evening (more adult oriented) through April 23<sup>rd</sup> (family day)
      3. Contracts out to entertainment, Black Joe Lewis and The Honeybears
      4. There are explicit songs from the main band, there may need to be a warning
      5. Will market and push on social media, billboards and print media
    - iv. Art & Wine Walk
      1. Finally got the new ticketing platform; ticket sales open
      2. PreKindle ticketing system
      3. Generic tickets \$12 in advance, \$18 at the door
      4. Season passes, \$90, includes a custom set of glasses, lanyard with pass, separate check in
      5. Season long raffle for \$5 to win a trip to Napa, giving season ticket holders one free ticket
      6. 23-24 locations signed up for this month



- v. Night Out on 15<sup>th</sup>
  - 1. First committee meeting the other day
  - 2. Ditching the fine dining
  - 3. More casual, community
  - 4. Coming together and breaking bread
  - 5. Not going for quantity, focusing on quality
  - 6. Want about 250 in attendance
  - 7. Food service, do a tent build out for every one to use
  - 8. Centralize service
  - 9. Still family style
  - 10. Try to get a more organized system of volunteer servers
  - 11. \$100 a ticket
  - 12. Also considering helping a charity
  - 13. Starting time will be a little later
- vi. Movies in the Park
  - 1. Three movies selected
  - 2. Rogue One
  - 3. Moana
  - 4. Lego Batman
  - 5. Popcorn and ice cones will be there
  - 6. Food trucks
  - 7. Working with Raising Cane's for a sponsorship
- c. Marketing Report
  - i. New 15<sup>th</sup> street banner
    - 1. Got a new one designed, almost off to the printer
    - 2. Should have it up in a couple weeks for ArtFest
  - ii. American Main Street Contest campaign
    - 1. Nominations started yesterday
    - 2. Profile is ready to go
    - 3. Worked with the City to create a video campaign to get people to vote
    - 4. Will throw a big water party with winnings
    - 5. Vote and Soak, [voteandsoak.com](http://voteandsoak.com)
    - 6. Splitting the cost with the City, 8 videos total
- d. Development Report
  - i. 501(c)(3) conversion update
    - 1. No new information
    - 2. Set up a new one which is the fast track, could take as little as two weeks
    - 3. Keep two boards
    - 4. Find out first how easy it is to dissolve and transfer
    - 5. Need to speak with Laurie Holgate before setup, what it takes to set up a new one, dissolve later with approval from PID
  - ii. Sponsorship update
    - 1. Legacy Bank not able to sponsor ArtFest
    - 2. HUB Street may be on for ArtFest
    - 3. Artisan Vapor, \$1,000 sponsorship for Saturday night ArtFest



4. Home Depot is reviewing ArtFest sponsorship DIY and kids' zone
  5. Next week, generic sponsorship blast to contacts
  6. Republic renewed for A&WW
  - iii. Artfest grant update
  - e. Membership Report
    - i. Membership drive update
    - ii. Mona Lisa Award nominations
  - f. Facilities Report
    - i. Valet update
      1. Mercedes renewed for valet program, updated signage and dropping lunch service
    - ii. Shuttle program
      1. Waiting to hear back from Lone Star regarding shuttle
    - iii. Review McCall Plaza subleasing policy
      1. Started to craft it, but found some other legal language that will make it simpler
      2. Following the guidelines that we do
      3. There will be changes to Special Events under Michelle Hawkins
  - g. Contemplating a 5K and Czech Stop kolaches for SteinFest
  - h. Getting street closures for the 5K may cost more, but brings out a lot of crowds
  - i. Nathan moved to adjourn, Bonnie seconded; unanimously approved
4. Business Items for Next Meeting

***Next Meeting: Monday, May 1, 2017 at 4:00pm at The Vested Group offices***