



***Historic Downtown Plano Association Meeting Minutes
9:00 am, event1013
April 4, 2017***

1. Call to Order—Mirna Lynch, HDPA Board Chair
2. Old Business
 - a. Public safety report—Officer Chris Semrau, Plano Police Department
 - b. Finance report—Laurie Holgate, Treasurer
3. New Business
 - a. Introduction of new members
 - i. James
 - ii. New sandwich shop
 - iii. Former teacher at Le Cordon Bleu
 - iv. Megan—Southern Vintage Glam
 - v. Hoping to be open for next Wine Walk
 - vi. Heritage Homestead
 - b. Vote & Soak: American Main Street Contest
 - i. Vote once a day, every day
 - ii. Goes through the end of April for first round
 - iii. Throwing a big water party if we win
 - c. Art & Wine Walk update
 - i. Next Thursday
 - ii. Share on social media for your business
 - iii. Raffle prizes needed
 - iv. Check in this month will be at McCall Plaza
 - v. 24 locations
 - d. Artfest update
 - i. In two and a half weeks
 - ii. Sunday is the family day
 - iii. Saturday will be more adult oriented and contemporary
 - iv. Need volunteers
 - v. We will have the coloring book back
 - vi. Also has the event guide and map
 - vii. Ad sales close out this Friday
 - e. Downtown Mural Project
 - i. Waiting for the pieces to come back from artists
 - ii. Should receive them this week or next
 - f. Southern Land construction update—Peter Braster, City of Plano
 - i. Project has started
 - ii. Taking out pavement will last about three months
 - iii. Regularly scheduled meetings
 - iv. Next meeting in May sometime
 - v. They've set up an office behind Urban Rio



- vi. City has a postcard to hand out to customers for parking info
- vii. daviddowns@plano.gov for any issues
- g. Downtown marketing initiatives—Visit Plano, Millerann Moya
 - i. Working on a daily basis to get solutions for upcoming parking problems
 - ii. PR efforts, national campaigns to visit Plano
 - iii. FAM's and visiting journalists
 - iv. Advertising, print and digital ads
 - v. Promote leisure travel and meeting and sports planning
 - vi. Digital marketing
 - vii. Visitplano.com is the website
 - viii. New live music page
 - ix. Blog was launched a year and a half ago
 - x. Four blogs per month
 - xi. Digital newsletters
 - xii. Very invested in social media, @VisitPlano
 - xiii. YouTube.com/visitplano, new videos
- h. Membership news & updates—Open forum
 - i. Michelle Hawkins
 - ii. New series, free dance lessons
 - iii. Music City Series, monthly
 - iv. Baves Mittal, grants for 2017 and 2018 are open
 - v. Grant application workshop on Friday
 - vi. Grant ending is May
 - vii. Angela's has new hours
 - viii. Thursday is new Open Mic night
 - ix. On June 10th, moving North Texas Pride event to Saigling House
 - x. Heritage Homestead
 - xi. April 15th, four different egg hunts
 - xii. Sheep shearing, exhibits, tours, wagon rides
 - xiii. Friends of the Homestead dinner, May 5th
 - xiv. Tammy, Plano library system
 - xv. Bookmark art contest
 - xvi. Awarding the members at Harrington Library
 - xvii. Art event, April 27th, 6:00 pm
 - xviii. XO Coffee, partnering with CCCC
 - xix. Caffeinated Creative, theme is robot
 - xx. Tomorrow
 - xxi. Plano Art Association, extending exhibition
 - xxii. Another two weeks
 - xxiii. Annual 125 show moving to May 6th, open to artists that live within 125 miles of Plano, 300-400 entries, pick about 65 to exhibit
 - xxiv. Hours: Tuesday through Saturday, 11 am-5 pm
 - xxv. Election for City Council, May 6th, be aware of the issues and be sure to vote
 - xxvi. Saturday is TedX Plano, sold out, Angela's Crosswalk is the official after party destination
 - xxvii. Mirna, early voting starts April 24th



- xxviii. Critical to the downtown area to vote on City Council
- xxix. Plano Symphony concert: Fantasy Beatles, final concert of the year
- xxx. Libraries are early voting centers
- xxxi. City has petitioned for historic buildings acknowledgment from National Register

4. Business Items for Next Meeting

***Next Meeting:
Tuesday, May 2, 2017
9:00 am held at event1013***