



***Historic Downtown Plano Association Board Meeting Minutes  
4:00 pm, May 1, 2017***

- I. Call to order – Mirna Lynch
- II. Approval of the minutes
  - A. Approved unanimously
- III. Finance Report – Laurie Holgate
- IV. Programming Report – Alex Hargis
  - A. Art and Wine Walk
    - 1. 700 ticket sales
    - 2. Most we had
    - 3. 82 for season tickets
    - 4. 150 walk ups
    - 5. Still had issues with alcohol on the streets
    - 6. Will have to be diligent about letting people know about that
  - B. ArtFest
    - 1. Cold and windy
    - 2. Vibe was good on Saturday; vapor lounge was new
    - 3. Next year, how to keep elements of contemporary with it being family friendly
    - 4. Use Haggard Park for ArtFest and SteinFest going forward
    - 5. Cheaper and logistically easier for festivals
    - 6. Attendance was 1500 to 2000 on Saturday
    - 7. 2500 on Sunday
    - 8. Vendors and families all had a good time
    - 9. Hub Street was thrilled to sponsor, will do it again next year
    - 10. Looking last weekend in April or second weekend in May for next year
    - 11. Friday/Saturday instead of Sunday
  - C. Downtown Mural Project
    - 1. Georgia's, Vickery Park and Angela's are the locations
    - 2. Two designs are approved already by the property owners
    - 3. Send artwork to advisory council
    - 4. Then Certificate of Appropriateness
  - D. Night Out on 15<sup>th</sup>
    - 1. Half the tickets have sold
    - 2. We have reserved seating this year
    - 3. May have to do discount tickets to fill random seats
    - 4. Will be June 4<sup>th</sup>
- V. Marketing Report
  - A. American Main Street Contest
    - 1. We are in the top 25



2. Started over today, ends on the May 28
  3. Only McKinney and Plano are left in Texas
- B. Conversion report
1. Long tedious process
  2. More research needs to be done
  3. New 501(c)(3)
  4. Could take a few weeks or a few months
  5. Will help with grant fundraising
  6. Will have to rewrite the mission statement
- C. Czech Stop resale agreement
1. SteinFest
  2. They're excited to be on board
  3. Start talking to Texas Monthly, etc. for PR purposes
  4. Agreement, 9,000 units at \$0.75 per unit
  5. We can sell at our price for the festival
  6. We have to create a Czech Stop booth
  7. Just kolaches, four fruit, half with and without cream cheese
  8. Advertise menu ahead of time
  9. Providing boxes, stickers and exclusivity to their logo for marketing for this event only
  10. Could sign a multi-year deal if this goes well
  11. Motion to sign agreement
  12. Unanimously approved
- D. Valet update
1. Looking at putting a booth on 14<sup>th</sup>
  2. Has been discussed with the City
- E. Meeting adjourned

***Next Meeting:  
Monday, July 10, 2017***