

**DOWNTOWN PLANO PUBLIC IMPROVEMENT DISTRICT
MANAGEMENT COMMITTEE
MINUTES**

May 14, 2019

Members Present

Bonnie Shea, Chair Ron Pierce, Vice-Chair
Carolyn Snow Mona Crider
Misty Miller Sean Teele
Mathew Stewart

Members Absent

Lianna Cabezuela
Sara Salazar
Mirna Lynch
Zane King, Executive Director of Historic Downtown Plano Association (HDPa)

Staff

Jack Carr, Deputy City Manager
Michelle D'Andrea, Assistant City Attorney
Peter Braster, Director of Special Projects
Monica Martinez, Administrative Assistant to DCM

Other Attendees

Nick Jacob, Southern Land
Katie Cole, JS Designs
Jeff Snider, JS Designs

Call to Order

Chair Bonnie Shea called the meeting to order at 3:31 PM in the Executive Conference Room, suite 355, at the Plano Municipal Center, 1520 K Avenue. A quorum was present.

Public Comments

None

Agenda Item #3 – Approval of Minutes for the April 9, 2019 Meeting

Mr. Pierce made a motion to approve the minutes. The motion was seconded by Mr. Stewart. The motion was approved by unanimous vote.

Agenda Item #4 – Reports from Historic Downtown Plano Association (HDPa) and City of Plano on PID Funded Activities

Ms. Shea reviewed financial reports for the HDPa. The PID's YTD G/L report, allocation to buckets, and the balance sheet (including both HDPa and PID) were also reviewed and discussed. Updated financials will be presented at the next meeting.

Agenda Item #5 – Approval of Invoice(s) Exceeding \$5,000, as related to marketing/advertising and event expenses arising from Chips, ArtFest, Night Out on 15th, Movies in the Park and Steinfest

Ms. Shea stated there were no new invoices.

Agenda Item #6 – Discussion of PID Advertising and Marketing

Ms. Shea introduced Mr. Snider of JS Designs. Mr. Snider introduced Ms. Cole, who then gave an update on the social media metrics for Downtown Plano. Mr. Snider then presented the committee with a rebranding presentation for Downtown Plano.

Agenda Item #7 – Update on Pedestrian Breezeway

Mr. Pierce updated the committee on the information gathering to complete the objectives of finding the requirements/criteria along with the goals and objectives regarding the breezeway. He said there are more meetings to be held with different people in order to complete a composite list to be eventually presented to the committee members at a future meeting.

Agenda Item #8 – Discussion on PID Boundary Expansion


Mr. Braster reviewed the boundary expansion with the committee members. Ms. Shea indicated they would assign members to business owners who would be part of the expansion prior to the notification letters/petitions being sent out. Ms. Shea requested to view a draft of the letter to be sent and she also requested talking points for the next meeting.

Agenda Item #10 - Items for Future Discussion

Further discussion on the PID boundary expansion timeline and talking points, along with the PID Election.

Agenda Item #11 – Adjourn

Ms. Snow made the motion to adjourn. Mr. Teele seconded the motion. The meeting adjourned at 4:19 PM.



Bonnie Shea, Chair