

## NOTICE OF PUBLIC MEETING

The Management Committee for the Downtown Plano Public Improvement District will meet on February 14, 2017 at 4:00 PM in the Executive Conference Room in Suite 355 at the Plano Municipal Center (1520 K Avenue).

### AGENDA

1. Call to Order
2. Public Comments – The Management Committee will hear comments of public interest. Specific factual information, explanation of current policy, or clarification of the Management Committee’s authority may be made in response to an inquiry. Any other discussion or decision must be limited to a proposal to place the item on a future agenda.
3. Approval of Minutes for the January 10, 2017 Meeting
4. Reports from Historic Downtown Plano Association (HDPa) and from City of Plano on PID Funded Activities
5. Discussion on Tree Lighting for Downtown Street Trees
6. Approval of \$10,000 Expenditure for 2017 Steinfest Event Management
7. Discuss Timeline for the Extension of the Downtown Plano Public Improvement District
8. Review HDPa Shuttle Proposal
9. Items for Future Discussion
10. Adjourn

**The Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Municipal/L Avenue, with specially marked parking spaces nearby. Access and special parking are also available on the north side of the building. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 972-941-7120.**

**DOWNTOWN PLANO PUBLIC IMPROVEMENT DISTRICT  
MANAGEMENT COMMITTEE**

**MINUTES**

**January 10, 2017**

**Members Present**

Bonnie Shea, Chair  
Lyndsey Leon  
Sean Teele  
Denise Clutson  
Carrie Goodman

**Members Absent**

Mirna Lynch  
Mona Crider  
Carolyn Snow  
Chris Kelly  
Ashley Allen

**Staff**

Jack Carr, Deputy City Manager  
Peter Braster, Director of Special Projects  
Allison Friloux, Controller  
Michelle Hawkins, Administrator of Arts, Culture & Heritage  
Kendra Cobbs, Senior Planner, Special Projects

**Other Attendees**

Alex Hargis, Executive Director of Historic Downtown Plano Association (HDP  
Misty Miller, Junction 15

**Call to Order**

Chair Shea called the meeting to order at 4:07 PM in the Executive Conference Room, Suite 355 of the Plano Municipal Center, 1520 K Avenue. A quorum was present.

**Public Comments**

None

**Agenda Item #3 – Approval of Minutes for November 9 and November 15, 2016 Meeting**

Ms. Leon made a motion to approve the minutes. The motion was seconded by Ms. Clutson. The minutes were approved by unanimous vote.

**Agenda Item #4 – Reports from HDP  
City of Plano on PID Funded Activities**

Chair Shea handed out and reviewed financial reports for the HDP. Ms. Friloux provided copies of the PID's balance sheet and income statement, as well as revenues and expenses to date. See attached summaries.

Ms. Burdeaux reported on the tree-lighting project. What was previously approved for tree lighting were stick figure people, elves and grapevine wreath balls. The company that could create the best product would be able to do, within the \$20,000 budget, the grapevine wreath balls and three stick figures, but no accessories or

color changing options. The original quote was for five stick figures and ten grapevine wreath balls within the \$20,000 budget, but the PID Committee would have to have the lights in the grapevine balls assembled and installed themselves.

Chair Shea asked for a vote of all those in favor of only installing 19 grapevine wreath balls in street trees, which would be within the \$20,000 budget and include assembly and installation labor. Four members voted in favor of only installing grapevine balls in the street trees.

**Agenda Item #5 – Report on the Valet Parking Program in Downtown Plano**

Mr. Hargis reported that the Vontress podium location hasn't had any traction since December 2016 service numbers, while the McCall podium location continues to be busy, especially during dinner service. Mr. Hargis proposed eliminating the Vontress podium, and continuing lunch and dinner service at the McCall podium. Improving the valet service numbers would also require increased signage and more paid advertising on social media.

Mercedes is pleased with the dinner service numbers, and would like to continue their sponsorship through 2017, paying year-round for dinner service but only sponsoring lunch service in the first quarter. If the numbers improve for lunch, Mercedes will then pay for both year round.

If the lunch numbers don't improve, Mercedes will only sponsor dinner service. If that were the case, Mr. Hargis doesn't recommend discontinuing lunch service. He recommends continuing it with supplemental funds from the City. Mr. Braster stated that continuing lunch service considering the number of unused spaces in the McCall lot may not be ideal, so the City would have to review that further.

Mr. Hargis noted that he will be pursuing costs associated with running a shuttle from the First Baptist parking lots as another option.

**Agenda Item #6 – Approval of \$60,000 Expenditure for HDP Executive Director**

Mr. Teele made a motion to approve the expenditure. Ms. Leon seconded. The motion carried.

**Agenda Item #7 – Items for Future Discussion**

Mr. Hargis stated that there will be some Artfest expenses to review at the next PID meeting along with the marketing plan and budget.

**Agenda Item #8 – Adjourn**

Chair Shea requested a motion for the meeting to be adjourned. Ms. Leon made the motion, Mr. Teele seconded the motion. The meeting was adjourned at 4:50 PM.

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Bonnie Shea, Chair

G/L Transactions Detail Report

\* A/P Amounts Total to G/L Amount

Do Ty	Business Unit	Obj Acct	G/L Date	Amount	Explanation Alpha Name	Document Number	Address Number	Purchase Order	Ty	Invoice Number	Explanation -Remark-
PV	359	6204	11/16/2016	6,816.00	FILLMORE PUB. THE	1430699	854702		100		Steinfest 10/29/16
				<b>6,816.00</b>							
JE	359	6306	10/1/2016	1,170.00	RCLS PRPD-PV1421561-COMM IMPAC	75					Oct advertis-Steinfest 2016
JE	359	6306	10/1/2016	1,722.50	RCLS PRPD-PV1411607-IMAGINARIA	149					Logo & Desgn-Steinfest 2016
JE	359	6306	10/1/2016	1,722.50	RCLS PRPD-PV1422538-IMAGINARIA	150					Blnc-logo & ad dsgn/Steinfest
JE	359	6306	10/4/2016	440.00	BANNER INSTALLATION-STEINFEST	157					STEINFEST 10/29/16
PV	359	6306	10/6/2016	1,170.00	COMMUNITY IMPACT NEWSPAPER/JG	1423861	515351			STEINFEST-SEPT 2016	Advertising-Steinfest
PV	359	6306	10/6/2016	2,000.00	CLEAR CHANNEL OUTDOOR INC.	1423862	102078			56157495	Billboard Ad for Steinfest
PV	359	6306	10/13/2016	250.00	HATCREEK MARKETING INC.	1425066	835910			1111	Website Monitoring
PV	359	6306	10/13/2016	4,800.00	GLASS HOUSE STRATEGY LLC.	1425067	835901			778	Steinfest media buy
PV	359	6306	10/26/2016	967.76	VOOM GROUP INC., THE	1427168	769892			29842	Steinfest posters, flyers
PV	359	6306	10/26/2016	800.00	EMERGENCY ICE	1427169	843064			STEINFEST 2016	Ice for Steinfest 10/29/16
PV	359	6306	11/9/2016	1,296.30	SWEET AS SUGAR CHILDREN'S BOUT	1429660	851004			020006	Swag for Steinfest
PV	359	6306	11/9/2016	1,182.09	VOOM GROUP INC., THE	1429662	769892			30224	Signs/Menu Bds-Steinfest
PV	359	6306	11/9/2016	97.43	VOOM GROUP INC., THE	1429663	769892			30229	Printing of Vouchers-Steinfest
PV	359	6306	11/9/2016	1,943.00	BLUE CIRCLE MEDIA LLC.	1429666	515813			EST. 10292016	Audio/Visual-Steinfest
PV	359	6306	11/9/2016	250.00	HATCREEK MARKETING INC.	1429667	835910			1111	Website Monitoring
PV	359	6306	1/5/2017	4,650.00	CLEAR CHANNEL OUTDOOR INC.	1437760	102078			56159027	Digital Billbrd-Steinfest
				<b>24,461.58</b>							
JE	359	6312	10/1/2016	450.00	TRFR PRPD-MCCALL PLZ RENTAL	33					Contract#223185-Steinfest
JE	359	6312	10/25/2016	8,138.00	TRFR PRSNL COSTS-STEINFEST	376					HDPA event(PID)10/29/16
JE	359	6312	12/1/2016	1,595.00	STEINFEST 10/29/16-ADDTL FEES	1104					Contract#223186@McCall Plaza
PV	359	6312	10/6/2016	5,000.00	DALLAS DIRECTORY, THE	1423881	819381			STEIN100116	Event Mgmt-Oct Payment
PV	359	6312	11/9/2016	514.13	DALLAS DIRECTORY, THE	1429661	819381			STEIN110416	Expenses for Steinfest
PV	359	6312	11/9/2016	100.00	PLANO MAGAZINE	1429664	518515			000236	Photography for Steinfest
PV	359	6312	11/9/2016	400.00	EMERGENCY ICE	1429665	843064			22-607933	Addnl Ice-Steinfest 10/29
PV	359	6312	11/9/2016	3,066.00	M&M CONCESSIONS	1429668	850287			STEIN2016-001	Clean Up & Toilets-Steinfest
PV	359	6312	11/9/2016	3,500.00	ENTERTAINMENT SERVICES	1429669	851005			STEINFEST 2016	Electrical Svc-Steinfest 10/29
PV	359	6312	1/11/2017	60,000.00	HISTORIC DOWNTOWN PLANO ASSOCI	1438694	514348			2017 EXECUTIVE DIRECTOR	Manage/Promote PID programs
				<b>82,763.13</b>							
				<b>114,040.71</b>							

Report Total ->

114,040.71

**CITY OF PLANO, TEXAS  
PUBLIC IMPROVEMENT DISTRICT BALANCE SHEET  
AS OF JANUARY 31, 2017 (with Comparative Totals for FY 2016)**

	<u>1/31/2017</u>	<u>FY 2016</u>
<b>ASSETS</b>		
<b>CASH &amp; CASH EQUIVALENTS</b>	\$ 34,373	90,697
<b>RECEIVABLES:</b>		
Accounts receivable	64,016	-
<b>PREPAIDS</b>	-	5,065 (Steinfest October 2016)
Total Assets	<u>\$ 98,389</u>	<u>95,762</u>

**LIABILITIES AND  
RETAINED EARNINGS**

<b>LIABILITIES:</b>		
Accounts payable	-	5,423
Unearned revenue	-	25,000 (See note below)
Total Liabilities	<u>-</u>	<u>30,423</u>
<b>FUND BALANCE:</b>		
Restricted	<u>98,389</u>	<u>65,339</u>
Total Fund balance	<u>98,389</u>	<u>65,339</u>
Total Liabilities and Fund Balance	<u>\$ 98,389</u>	<u>95,762</u>

Note:

FY 2017 assessment for Junction 15; this will remain unearned revenue until FY 2017

**CITY OF PLANO, TEXAS  
PUBLIC IMPROVEMENT DISTRICT - COMBINING STATEMENT OF REVENUES,  
EXPENSES AND CHANGES IN RETAINED EARNINGS  
FOR THE PERIOD ENDED JANUARY 31, 2017**

	<u>1/31/2017</u>	<u>FY 2016</u>
<b>REVENUES:</b>		
Assessed taxes	\$ 97,091	96,327
Penalties and interest	-	-
Total revenues	<u>97,091</u>	<u>96,327</u>
<b>EXPENSES:</b>		
Contractual services	107,225	149,375
Miscellaneous	6,816	900
Total expenditures	<u>114,041</u>	<u>150,275</u>
Excess (deficiency) of revenues over (under) expenditures	<u>(16,950)</u>	<u>(53,948)</u>
<b>OTHER FINANCING SOURCES:</b>		
Transfers in	<u>50,000</u>	<u>50,000</u>
<b>NET CHANGE IN FUND BALANCE</b>	33,050	(3,948)
<b>FUND BALANCE - Beginning</b>	<u>65,339</u>	<u>69,287</u>
<b>FUND BALANCE - Ending</b>	<u>\$ 98,389</u>	<u>65,339</u>