

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

MARCH 27, 2018

The McKinney Convention and Visitors Bureau Board met in regular session at the McKinney Community Center, 2001 S. Central Expressway, McKinney, Texas on March 27, 2018 at 8 a.m.

Board members present: Sally Huggins, Hal Harbor, Jennifer Estes, Jim Bressler, Bryan Perkins, Connie Gibson, and Julia Baublis

Staff present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, and Staff Assistant Sue Davis.

Guests: Councilman Scott Elliott, Assistant City Manager Steve Tilton, MPAC/Main Street Program Director Amy Rosenthal, Director of Parks & Recreation Mike Kowski, Recreation Center Supervisor Trish Yanes, Senior Financial Analyst Eric Corder, and MCDL Board Liaison Hamilton Doak.

Board Chair Huggins called the meeting to order at 8:05 a.m. after determining a quorum was present.

Board members unanimously approved the motion by Board member Gibson, seconded by Board member Baublis, to approve and refer the following agenda items:

- 18-267** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of February 27, 2018
- 18-268** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of February 26, 2018
- 18-269** Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of March 5, 2018
- 18-270** Executive Director's Report – Executive Director Guerra asked board members if they had any questions regarding the staff report she had previously provided to them. Additionally, Guerra highlighted the following points: the hotels experienced an increase in room night's year-over-year due to more corporate business; Texas Agri-life and the Texas State Society of American Medical Technologist's chose McKinney as the

destination for their next meetings. Additionally Ms. Guerra advised board members the MCVB utilized local talent from CW Designs to create the new Visitors Map. Executive Director Guerra told board members she and staff member Vanesa Rhodes had met with the new sales managers of the Hilton Home 2 and the Spring Hill Suites, advising board members the two hotels should open mid-July.

18-271 Board & Liaison Reports

City of McKinney – Assistant City Manager Steve Tilton addressed the concerns regarding the water supply in Collin County as reported on the news. Board member Perkins asked for an update on the progress on Southgate. Councilman Elliott advised the independent study is in progress and the city hopes to have answers soon. Perkins mentioned that it was difficult for staff to help sell the Sheraton Conference center without the walkability of things to do/see close by. Board member Perkins also asked about the empty spaces in the retail shopping center located at the SW corner of 75 & El Dorado, Councilman Elliott stated that McKinney Economic Development Corporation continues to work on attracting companies to fill the empty spaces.

Main Street/MPAC – MPAC/Main Street Program Director Rosenthal advised board members that the Juried Art Show scheduled on April 6, 2018 has several submissions from various cities throughout the state. Also Arts in Bloom has artists from 16 states and one from Canada. Arts in Bloom will take place the weekend of April 13-15, 2018.

MCDC - MCDC Board liaison Doak advised board members the MCDC grant cycle was closing this month and their board would be reviewing the new applications after the grant cycle closes.

Chair Report Finance Committee – Committee Chair Bressler updated board members on the MCVB financials stating they are on target. Bressler did state the average daily rate of hotels was down slightly and there was a shortfall of occupancy during the month of February.

- 18-272** Update on Parks and Recreation Presented by Director of Parks and Recreation Michael Kowski. MCVB board members listened to Director Kowski's update in which he then informed on the department's status as well as plans for future developments.
- 18-273** Board Chair Huggins called for Consideration/Discussion/Action on Advertising and Promotional Grant Application Submitted by SBG Hospitality for \$15,000 for Marketing, Advertising, and Promotion of the Yellow Wood Music & Outdoor Festival. Marketing Committee Chair Estes recommended \$10,000 be awarded to SBG Hospitality. A motion was made by Board member Baublis and seconded by Board member Gibson to approve the grant request in the amount of \$10,000 for marketing, advertising, and promotion of the Yellow Wood Music & Outdoor Festival with a vote of 6-1-0, Board member Bressler voting against.
- 18-274** Board Chair Huggins called for Consideration/Discussion/Action on Advertising and Promotional Grant Application Submitted by the Community Kitchen Garden of Collin County for \$5,000 for Marketing, Advertising, and Promoting the 1st Annual Star Spangled Salsa Festival. Marketing Committee Chair Estes recommended \$1,500 be awarded to Community Kitchen Garden of Collin County. A motion was made by Board member Baublis and seconded by Board member Gibson to approve the grant in the amount of \$1,500 for marketing, advertising, and promotion of the 1st Annual Star Spangled Salsa Festival with a vote of 6-1-0, Board member Bressler voting against.

There were no citizen comments.

There were no additional board or commissioner comments.

Board Chair Huggins adjourned the meeting at 9:00 a.m.

SALLY HUGGINS
Chair