

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

January 14, 2014

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting on January 14, 2014.

In attendance were Board members: Sharon Dill, Carrie Alfieri, and Hal Harbor.
Staff Members: Dee-dee Guerra and Beth Shumate

Committee Chair Dill called the meeting to order at 7:30 a.m.

Committee members discussed the following:

1. Committee went over revised Profile Sheet as per comments from the Committee at the last Marketing meeting. Staff is still waiting to revise the Visitors Guide because they are waiting on logo from Made in McKinney.
2. Reviewed publications we have advertised in:
 - a. MPG
 - b. Griffon
 - c. USA Today Travel
 - d. Houston House & Home
3. Reviewed dollars spent for upcoming Advertising & Promo.
 - a. New items :
 - i. Advertising:
 1. See Texas First CO-OP w/ City Communications (Jan issue)
 2. USA Today Summer Travel Edition 1/8 page ad
 3. Houston House & Home 1/3 page Feb Issue
 4. Courier Gazette- Readers Choice
4. Communication Roundtable meeting recap
 - a. Discussed meeting w/Ambridge Hospitality
5. Fort Worth CVB Visit recap
 - a. Partner Program-MCVB wants to start a partner program with suppliers.
 - b. Discussed purchasing a web program that Fort Worth uses.
 - c. Discussed getting information from people who call the CVB for visitors guide and how to capture ROI from current Advertising.

The meeting was adjourned at 9:00 a.m.

Sharon Dill
MCVB Marketing Committee Chair