



# McKinney Convention and Visitors Bureau Agenda

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Tuesday, July 23, 2019

8:00 AM

The Red Gate Inn  
811 North Church Street  
McKinney, TX 75069

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PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

## CALL TO ORDER

## CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

**19-0595**      [Minutes of the McKinney Convention and Visitors Bureau Meeting of June 25, 2019](#)

**Attachments:**    [Minutes](#)

**19-0596**      [Board and Liaison Reports](#)  
[City of McKinney](#)  
[MEDC](#)  
[MCDC](#)  
[McKinney Main Street / MPAC](#)  
[MCVB Finance Committee](#)  
[MCVB Marketing/Development Committee](#)

**Attachments:**    [MCDC Update](#)  
[Finance Report](#)  
[MEDC Presidents Report](#)

**19-0597**      [Executive Director's Report](#)

**Attachments:**    [Report](#)

**19-0598**      [Presentation from Andrew Jones of McKinney Main Street on](#)

[the "McKinney to Munich" Promotion](#)

**REGULAR AGENDA**

**19-0599**      [Consider/Discuss/Act: MCVB Board Gives Authorization to Executive Director Guerra to Contact the City Attorney to Change Its Name, "McKinney Convention & Visitors Bureau" to "Visit McKinney" by Amending Its Certificate of Formation And Notify All Parties Necessary of The Name Change](#)

**19-0600**      [Consider/Discuss/Act on MCVB KPI's for FY 19/20](#)  
**Attachments:**      [Goals KPIs FY 19-20](#)

**CITIZEN COMMENTS**

**BOARD OR COMMISSIONER COMMENTS**

Board or Commission Comments relating to items of public interest: Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

**ADJOURN**

Posted in accordance with the Texas Government Code, Chapter 551, on the 18 day of July, 2019 at or before 5:00 p.m.

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Dee-dee Guerra  
Executive Director

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Phone 972-547-2694 or email [contact-adacompliance@mckinneytexas.org](mailto:contact-adacompliance@mckinneytexas.org). Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.