

VISIT MCKINNEY BOARD

REGULAR MEETING

JANUARY 25, 2022

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, January 25, 2022, at 8:00 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Tamra Gaines, Connie Gibson, Whitney Nash

Absent: Katie Scott

Alternate member present: Deidre Woodard filled in for Katie Scott in a voting capacity

Staff present: Interim Executive Director Marie Woodard, Sales Manager Rachel Tamez, Communications Manager Beth Shumate, Executive Assistant Sabine Smith, City Manager Paul Grimes, MEDC President Peter Tokar, MEDC Senior Vice President Michael Talley, MCDC President Cindy Schneible, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, Director of Parks and Recreation Michael Kowski, Director of Airport Kenneth Carley, MCDC Board Liaison Deborah Bradford, City Council Liaison Richard Franklin, and City Council Liaison Justin Beller

Hotel representatives present: SpringHill Suites & Home2 – Casipia Breland, Director of Sales; TownePlace Suites – Sonja Rongey, Director of Sales; Holiday Inn - Yareny Loredo, Director of Sales & Marketing; Sheraton – Beverly Pontius, Director of Sales

CALL TO ORDER

Board Chair Vincent Vittatoe called the meeting to order at 8:01 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items.

CONSENT ITEMS

22-0053 Minutes of the Visit McKinney Regular Meeting on December 7, 2021

Board members unanimously approved the motion by Board member Tamra Gaines, seconded by Board member Jon Dell'Antonia, to approve and refer the minutes of the Visit McKinney Board Meeting of December 7, 2021, to City Council.

22-0054 Minutes of the Visit McKinney Special Meeting on January 5, 2022

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Whitney Nash, to approve and refer the minutes of the Visit McKinney Special Meeting of January 5, 2022, to City Council.

REPORTS

Board Chair Vincent Vittatoe called for Board and Liaison updates.

22-0055 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes prefaced his report by acknowledging the attending department directors giving reports today. Grimes highlighted the upcoming annual City Council strategic goals work session on February 11, 2022, and explained how the City Council's strategic goals filter into each department's priorities and ultimately result in the budget planning process. Grimes mentioned the upcoming work session presentation on the 2020 U.S. census data and plans for redistricting City Council boundaries, as well as the replacement of outgoing Council member Frederick Frazier, who is running for state representative in Texas House District 61, by newly elected Council member Patrick Cloutier. Grimes gave an update on the 2022 AT&T Byron Nelson Tournament planning process and answered questions from Board members regarding the strategic goals work session and a planned resort hotel.

MEDC – MEDC President Peter Tokar gave a teaser of his upcoming presentation during agenda item 22-0057 by saying that from an economic development perspective, there are currently \$2.4 billion in the project pipeline, which are all new projects looking at McKinney, and consist of development projects as well as corporate relocations and expansions. Tokar introduced newly hired MEDC Senior Vice President Michael Talley who spoke about his background.

MCDC – MCDC President Cindy Schneible referred to MCDC Board Liaison Deborah Bradford to give the monthly MCDC report. Bradford introduced herself and explained the different grant cycles in the attached report: Project Grants, Promotional & Community Event Grants, and Retail Development Infrastructure Grants, and where each of them currently is in the process. Bradford spoke about the TUPPS Brewery groundbreaking event.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal said that the “McKinney Heart Mayfield” Campaign raised over \$26,000. Rosenthal listed upcoming events for February, with a special focus on the upcoming Black History Month events, that can be found on the dedicated website <https://www.mckinneybhm.com>, and the 20th Anniversary of Krewe of Barkus, which is the annual Mardi Gras Dog Parade. Rosenthal urged community input about the Silo Project through a survey that can be found on the City’s website.

Board Chair Vincent Vittatoe circled back to City of McKinney updates and invited both City Council Liaisons to speak. Justin Beller focused on the redistricting and the board and commission policy efforts, both addressed in the work session later in the day. Richard Franklin spoke about the 2022 AT&T Byron Nelson Tournament.

Visit McKinney Finance Committee – Board member Jon Dell’Antonia covered the operating statement of December 2021, focusing on the line item of Services/Sundry Expense, the HOT Tax revenue statement, and the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities.

22-0056 Executive Director's Report

Interim Executive Director Marie Woodard welcomed the hoteliers present and highlighted how hard Sales Manager Rachel Tamez worked to build these relationships with the hotels as well as her deep connections with the AT&T Byron Nelson Tournament from her previous work experience. Woodard mentioned other staff accomplishments and upcoming events, referred to her attached report, and answered questions.

REGULAR AGENDA

22-0057 Update on MEDC Strategic Planning Session

A presentation was given by MEDC President Peter Tokar. Tokar stood for questions.

22-0058 Update on MCDC Strategic Priorities

A presentation was given by MCDC President Cindy Schneible. Schneible stood for questions.

22-0059 Update on Parks & Recreation

A presentation was given by Director of Parks and Recreation Michael Kowski. Kowski stood for questions.

22-0060 Update on McKinney National Airport Development

A presentation was given by Director of Airport Kenneth Carley. Carley stood for questions.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

There were no public comments regarding matters not on the agenda.

BOARD OR COMMISSIONER COMMENTS

Alternate member Deidre Woodard, who sat in for Katie Scott today, explained in more detail the events for Black History Month and referred to the dedicated website <https://www.mckinneybhm.com>. HR Committee Chair Whitney Nash was asked to give an update. Nash declined.

ADJOURN

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to adjourn the meeting at 10:09 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by Visit McKinney board members on: _____.

VINCENT VITTATOE
Board Chair

SABINE SMITH
Board Clerk