

The mission of the McKinney Convention and Visitors Bureau is to market McKinney as the Destination of Choices

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

May 22, 2012

The MCVB Board met for a Regular Meeting in the MCVB conference room. Present were: Directors Angie Bado, Trae Gardner, Michael McEntire, Linda Fogg, Colleen Via-Friend, Doc Vranici, and George Lodge. Guests were Jason Cooley, City of McKinney Finance Department; Coco Good, City of McKinney Communications Director; Tadd Phillips, City of McKinney HR Director. Staff: Interim Executive Director Dee Dee Guerra, Tourism Services Representative Vanesa Baggett and MCVB Communications Manager Beth Shumate. Absent were Directors Erica Tate Carver and Tim Baker

Call to Order

Board Chair Bado called the meeting to order at 7:33AM.

Introductions

12-028

Board Chair Bado welcomed guests and board members.

Approval of Minutes of March 27 & April 24, 2012 Board Meeting and of Special Meetings of May 2, 8, and 16, 2012

12-029

Board Chair Bado asked for a motion to approve the minutes from the March 27, 2012 MCVB Board meeting. Director McEntire made the motion with a second by Director Via-Friend. The motion carried. Board Chair Bado asked for a motion to approve the minutes from the April 24, 2012 MCVB Board meeting. Director Lodge made the motion with a second by Director Lodge. Board Chair Bado asked for a motion to approve the minutes from special Meetings of May 2, 2012, May 8, 2012 and May 16, 2012. Director McEntire made the motion with a second by Director Via-Friend. The motion carried. No further action needed.

Consider/Discuss/Act – MCVB Lease – Erica Tate-Carver

12-030

In the absence of Director Tate-Carver, Board Chair Bado informed board members that the lease for the new MCVB location in downtown McKinney has been signed. The CVB should be in the new office effective November 1, 2012. Board Chair Bado advised board members that if the property is not ready at time of effective possession, the CVB would be able to lease at the current location on a month-to-month basis. No further action required.

Consider/Discuss/Act – Interim Director Appointment

12-031

Board Chair Bado asked HR Director Tadd Phillips to update the board on the process of the Interim Director Appointment and recruitment for the permanent position. Mr. Phillips advised board members that the HR office would collect resumes, pre-screen them and then forward those resumes to the board committee for review. Board Chair Bado advised board members that she had asked the HR team to be involved in the entire hiring process of the new MCVB Executive Director. Bado stated that the hiring committee had taken the necessary steps to place Dee Dee Guerra as Interim Executive Director and that she was excited about that appointment. Board Chair Bado also stated that the hiring committee had

asked that applicants include a salary history with their resume and application. No further action required.

Consider/Discuss/Act – Board Retreat Discussion **12-032**

Board Chair Bado advised board members that she and the previous MCVB Executive Director had begun discussions of a MCVB Board Retreat. Bado stated that the topic for the board retreat would be to consider the direction of the CVB as well as long range planning in regards to the convention center coming on board. Board Chair Bado stated that she would like to move forward with the planning of that board retreat. Bado also mentioned that Carolyn Corbin has agreed to help facilitate the meeting and asked for the Board’s input/support on moving forward with securing Ms. Corbin as the facilitator. The board concurred that Ms. Corbin would be an asset to the meeting. Board Chair Bado advised she would be in contact with Ms. Corbin and communicate possible meeting dates with board members via email. No further action required.

Consider/Discuss/Act – Summary on Meeting with City Communications Manager **12-033**

City Communications Director Coco Good advised that the cross communication collaboration with the “M” Groups and City Manager, Jason Gray, is going well via weekly meetings with parties from each organization. Ms. Good advised board members that one of the major tasks currently in process is the execution of an RFQ for the selection of a company that will service all departments regarding advertising and marketing efforts. No further action required.

Committee Reports **12-034**

Development –Nothing to report at this time. No further action needed.

Finance –Director Via-Friend stated the Finance committee did not have anything out of the ordinary to report. Via-Friend referred to the operating statement and balance sheet provided and asked board members to review. City Finance Manager Jason Cooley stated the only observation was that there was a huge shift in the promotional/advertising expense line from March to April going from 24% to approximately 50% leaving 50% for the remainder of the year. No further action needed.

Consider/Discuss/Act – Interim Director’s Report on Existing Projects, Initiatives & Events **12-035**

Interim Executive Director Guerra referred board members to the Director’s report and highlighted some of the staff’s accomplishments and activities. Guerra informed board members of a new B & B that has opened in McKinney, McKinney Bed & Breakfast. Interim Executive Director Guerra reported on the salary compensation/market study the board had asked her to provide. Board Chair Bado then requested HR Director Tadd Phillips provide direction to the board on staff job description and salary reassessments. Director Via-Friend stated that she attended the Emmitt Smith Golf Charity on behalf of the MCVB. No further action required.

Liaison Reports **12-036**

Director Lodge stated that Director Fogg asked him to take on the role as the MCVB liaison to the MEDC board; Lodge stated that he would start that role in July 2012. Director Fogg reported on upcoming Main Street activities. Board Chair Bado advised board members that she would like to have the marketing committee reinstated until further notice. Director McEntire updated board members on the MCDC board meeting and referred to the notes that he had previously sent via email. Director Via-Friend advised board members that staff member Beth Shumate attended the Arts & Commission meeting on her behalf and would review her notes then share them with the board. No further action needed.

Citizens Comments

12-037

There were no citizen comments.

ADJOURN

Board Chair Bado thanked the board for their participation. There being no further business the meeting was adjourned at 9:10am.

Angie Bado

Date

Board Chair

The next scheduled regular MCVB Board meeting will be held: June 26, 2012 at 7:30 a.m. at the MCVB office conference room.