

VISIT MCKINNEY BOARD

REGULAR MEETING

MAY 25, 2021

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, May 25, 2021, at 8:00 a.m.

Board members present in person: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Jim Bressler, Connie Gibson, Sally Huggins, Bryan Perkins

Alternate Members present in person (non-voting): Tamra Gaines

Absent: None

Staff present in person: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, City Secretary Empress Drane, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, MCDC Board Liaison Rick Glew, and City Council Liaison Charlie Philips

Staff present via Zoom: Sales Manager Marie Woodard

Guests present in person: MPAC Summer Intern Stuti Mehta.

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:00 a.m. upon determining a quorum was present, greeted everybody in the room and on the Zoom call by name, and noted that nobody from the public was in attendance so there were no citizen comments.

CONSENT ITEMS

21-0447 Minutes of the Visit McKinney Board Meeting of April 22, 2021

Board member Jon Dell'Antonia pointed out that the minutes of April 22, 2021 do not reflect that he left the meeting that day at 11:45 a.m.

Board members unanimously approved with amendments the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve and refer the minutes of the Visit McKinney Board Meeting of April 22, 2021, to City Council.

21-0448 Minutes of the Visit McKinney Board Meeting of April 23, 2021

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve and refer the minutes of the Visit McKinney Board Meeting of April 23, 2021, to City Council.

REGULAR AGENDA

21-0449 Update on 2021 McKinney Board & Commission Member Appointments

Board Chair Connie Gibson introduced City Secretary Empress Drane and asked for an update on the 2021 McKinney Board & Commission member appointment process. Drane highlighted important dates during the application and interview process (deadline to apply is June 18, 2021), listed the members of the Visit McKinney Board whose term expires at the end of this fiscal year (Tamra Gaines, Bryan Perkins, Sally Huggins, Connie Gibson, and Jim Bressler), walked through the required steps after the appointment to a board (open government training required for newly appointed and highly recommended for renewing members), and gave an overview of how the process played out last year.

Board Chair Connie Gibson called for Board and Liaison updates.

REPORTS

21-0450 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes updated the Board on the newly elected Council members, the Byron Nelson tournament, the current budget process, the status of the new City Hall building process and the neighborhood preservation/gentrification that comes along with it. Grimes spoke about parkland dedication fees, the update of the development code, the McKinney National Airport expansion, and public transportation in McKinney that the recent National Citizen Survey (NCS) addressed. Grimes asked City Council Liaison Charlie Philips for further Council updates. Philips thanked McKinney residents for filling out the National Citizen Survey and he thanked everybody for making McKinney look good during the Byron Nelson tournament on the national and world stage. Philips reported on the Hike and

Bike Trails Master Plan and the code redevelopment process. Discussions followed on how hard it is to overcome perceptions and stigma that persist over the years regarding perceived difficulty doing business in any given city, and about the availability and visibility of existing transportation. Further discussions were about the Byron Nelson attendance numbers and the upcoming Texas Music Revolution event.

MEDC – No representatives from MEDC were present. Board Chair Connie Gibson asked Board members to refer to the respective attached report.

MCDC – MCDC Board Liaison Rick Glew gave an overview of the timing and dollar amounts for the current grant cycle. Details are in the attached report. Glew spoke about the bi-weekly meetings with the MCDC subcommittee regarding the TUPPS Brewery Expansion project where plans for the project are reviewed and discussed. Glew and Grimes answered questions regarding the timeline of the TUPPS Brewery Expansion project and their Blur Seltzer product line.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal introduced MPAC Summer Intern Stuti Mehta, urged everybody to download the Texas Music Revolution (TMR) App, and thanked Visit McKinney for helping to promote the TMR event, and also thanked Visit McKinney for letting Main Street participate in the Byron Nelson booth. Rosenthal listed upcoming events for June and July with a special focus on the Fourth of July celebrations and City Secretary Empress Drane added background information on the Juneteenth event.

McKinney Finance Committee – Board member Vincent Vittatoe covered two months of financial statements (March and April) and he went through the STR report with the Occupancy, Average Daily Rate (ADR) and Revenue per Available Room numbers (RevPAR) and compared the numbers with the surrounding cities. He noted that the Hampton Inn continues to have a high occupancy rate whereas the Sheraton has some opportunities to increase their occupancy rate. The Best Western and Super 8 Hotels are still closed for repairs and City related issues.

21-0451 Executive Director's Report

Executive Director Dee-dee Guerra covered her past two reports for March and April, recounted past events Visit McKinney promoted and participated in, such as the

Pickleball tournament, National Travel and Tourism Week, the launch of the new branding, and the move to Simpleview's CRM system. Guerra thanked McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal for letting Visit McKinney and their partners use the facilities for the Chamber Watch Party. Guerra announced the Board meeting dates for the remainder of the term in 2021, which are "no meeting" in June and meetings on July 27, August 31, and September 28. Guerra reported on ongoing projects with the Dallas Film Commission, Destination Services, the McKinney Restaurant Council, and announced that a SMERF Sales Manager was hired and will start on June 28, 2021. An open discussion followed regarding the Pickleball tournament, what could be improved for next year's Byron Nelson event when attendance will be at normal levels, and public transportation in McKinney.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

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

BOARD OR COMMISSIONER COMMENTS

Board member Jon Dell'Antonia inquired about improving the numbers for the Sheraton. There were no further Board or Commissioner comments.

ADJOURN

Board members unanimously approved the motion by Board member Michelle Gamble, seconded by Board member Vincent Vittatoe, to adjourn the meeting at 9:06 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: _____.

CONNIE GIBSON
Board Chair

JIM BRESSLER
Secretary / Treasurer