

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

SEPTEMBER 30, 2015

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street, McKinney, Texas on September 30, 2015 at 7:30 a.m.

Board members present: Sally Huggins, Hal Harbor, Bonnie Tinsley, Cricket Killingsworth, Jennifer Estes, Susan Brusa, Wayne Hill, Melissa Moreno

Absent: Carrie Alfieri

Staff: Executive Director Dee-dee Guerra, Beth Shumate and Sue Davis

Guests: Raymond Turco, Jim Bressler, Councilwoman Tracy Rath, and Councilman Chuck Branch.

Board members unanimously approved the motion by Board member Sally Huggins, seconded by Board member Bonnie Tinsley, to approve and refer the following minutes:

- 15-925** Minutes of the McKinney Convention & Visitors Bureau HR Committee Meeting of July 31, 2015.
- 15-926** Minutes of the McKinney Convention & Visitors Bureau HR Committee Meeting of August 12, 2015.
- 15-927** Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of August 19, 2015.
- 15-928** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of August 25, 2015.
- 15-929** Minutes of the McKinney Convention & Visitors Bureau HR Committee Meeting of September 4, 2015.
- 15-930** Presentation from Raymond Turco & Associates. Raymond Turco reviewed the results from the hotel survey that was administered by his organization.
- 15-931** Board and Liaison Reports

Board Chair – Board Chair advised board members that he met with

Interim City Manager Mr. Muehlenbeck, Councilmen Rogers and Branch and former MCVB liaison Councilman Randy Pogue in order to tighten the goals of the MCVB and streamline them to be in sync with the expectations of the city council.

Executive Director – Executive Director Guerra reviewed the staff report she had provided to board members highlighting that the MCVB partnered with more than 40 entities within the city to help promote the City of McKinney to tourists and potential visitors in the past year. Guerra also brought attention to the upcoming Blogger Conference that will take place in McKinney which will bring approximately 160 visitors to McKinney.

City of McKinney – Councilwoman Rath advised the mayor held his first Mayors Coffee and will hold one every other month.

Main Street/MPAC – Executive Director Amy Rosenthal advised board members of the upcoming events taking place in downtown McKinney, highlighting Night of the Living Dead and The Rocky Horror Picture Show.

MCDC – Councilwoman Rath advised board members of the grants that MCDC had approved.

Finance Committee – Board Member Brusa reported on the committee meeting that was held on September 25, 2015. Ms. Brusa stated the collections from the city's hot taxes are increasing as well as the occupancy at the Sheraton Hotel.

HR Committee – Board member Tinsley stated the committee has been working on the revised goals for the MCVB FY 2015-2016.

15-932 Consider/Discuss/Act on Amended Made In McKinney Store Contract for FY 2015-2016. Board members unanimously approved the motion by Board member Sally Huggins, seconded by Board member Susan Brusa, to approve the Amended Made In McKinney Store Contract for FY 2015-2016.

15-725 Consider/Discuss/Act on Approval of MCVB Goals. Board members unanimously approved the motion by Board member Hal Harbor, to table to another meeting the approval of MCVB Goals for FY 15-16.

Board Chair Harbor adjourned the meeting at 9:06 a.m.

HAL HARBOR
Chair