



McKinney Convention and Visitors Bureau Agenda

Tuesday, March 26, 2019

8:00 AM

200 W. Virginia Parkway
McKinney, TX 75069

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.

19-0249 [Minutes of the McKinney Convention & Visitors Bureau Board Meeting of February 26, 2019.](#)

Attachments: [Minutes](#)

DISCUSSION ITEMS

19-0250 [Update on Parks and Recreation Presented by Executive Director of Parks and Recreation Michael Kowski.](#)

19-0251 [Presentation on marketing/driving traffic to the Visit McKinney website with Daryl Witworth, Director of Business Development at Madden Media.](#)

REPORTS

19-0252 [Board & Liaison Reports](#)
[City of McKinney](#)
[Main Street/MPAC](#)
[MEDC](#)
[MCDC](#)
[Finance Committee](#)

Marketing & Development Committee

Attachments: February Financials

19-0253 Executive Directors Report

Attachments: February Staff Report

REGULAR AGENDA

19-0254 Consider/Discuss/Act on an Advertising and Promotional Grant Application Submitted by the Odysseus Chamber Orchestra in the Amount of \$1,500 for Marketing, Advertising and Promoting Seasonal Concerts for 2019

19-0255 Consider/Discuss/Act on an Advertising and Promotional Grant Application Submitted by the Heard Craig Center for the Arts in the Amount of \$5,000 for Marketing, Advertising and Promoting the Arts Meets Floral Event

19-0256 Consider/Discuss/Act on an Advertising and Promotional Grant Application Submitted by the Community Kitchen Garden of Collin County for \$1,500 for Marketing, Advertising and Promoting the 2nd Annual Star Spangled Salsa Fest

19-0257 Consider/Discuss/Act on an Advertising and Promotional Grant Application Submitted by the McKinney Art Studio Tour for \$8,000 for Marketing, Advertising and Promoting the Arts and Music Guild

19-0258 Consider/Discuss/Act on an Advertising and Promotional Grant Application Submitted by the Friends of Imagine International Academy of North Texas for \$5,000 for Marketing, Advertising and Promoting the first annual International Festival

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 20th day of March, 2019 at or before 5:00 p.m.

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. 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>.