

## MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

### REGULAR MEETING

**MARCH 26, 2019**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney, Texas on March 26, 2019 at 8:00 a.m.

Board members present: Board Chair Bryan Perkins, Secretary/Treasurer Julia Baublis, Jim Bressler, Jon Dell'Antonia, Michelle Gamble and Vincent Vittatoe.

Absent: Vice Chair Connie Gibson.

Staff present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Administrative Assistant Cortney Marsh and Staff Assistant Sue Davis.

Guests: Director of Parks and Rec Michael Kowski, Councilman Rainey Rogers, MPAC/Main Street Director Amy Rosenthal, Star Spangled Salsa Committee Member Michele Bernard, and Director of Business Development at Madden Media Daryl Whitworth.

Board Chair Bryan Perkins called the meeting to order at 8:02 a.m. after determining a quorum was present.

**19-0249** Board members unanimously approved the motion by board member Jon Dell'Antonia, seconded by Vincent Vittatoe to approve minutes of the MCVB Meeting of February 26, 2019.

**19-0250** Executive Director of Parks and Recreation Michael Kowski provided a presentation introducing the proposed expansion of the Apex Centre and the already-underway expansion at The Courts. Plans for the growth of The Courts tennis facility include indoor courts, which will create opportunities for tennis and pickleball tournaments year round. Additional growth opportunities include long term efforts to increase value to our parkland. Updates can be found on the city website along with opportunities to volunteer and the Adopt-a-Spot program. Check out

www.mckinneyparksfoundation.com for additional community outreach projects and donation opportunities.

**19-0251** Daryl Whitworth, Director of Business Development at Madden Media, provided a detailed presentation to the board on how to better pursue the digital market via the MCVB website using targeted Search Engine Marketing (SEM). Daryl has 15 years of experience working at a CVB, as well as extensive knowledge of the industry and digital marketing engines. Mr. Whitworth presented a proposal to the board to move forward with a year-long SEM campaign to increase the MCVB's online presence, and drive more traffic to the Visit McKinney website.

**19-0252** Board & Liaison Reports

City of McKinney - Councilman Rogers reminded the board of its upcoming bond election. At this time Mr. Rogers had nothing pressing to report.

Main Street/MPAC – Amy Rosenthal updated the board on upcoming spring concerts. The Arts in Blooms event will take place April 12-14, bringing in artists from 14 states.

MCDC – Board Chair Perkins spoke on behalf of MCDC Liaison Jackie Brewer. Grant Funding has been approved for Cycle I – FY 19. Retail Development Infrastructure grants and Promotional and Community Events grants are scheduled for the March 28 board meeting. Habitat for Humanity of Collin County Cotton Groves project has received temporary site plan approval, allowing them to move forward to secure infrastructure bids for development.

Finance Committee – Board member Bressler reviewed financials with staff.

Marketing & Development Committee – Board member Baublis advised the board that the committee met to review grant requests. Discussion also included increasing budget for expansion of our Crowdriff online tool

that includes a media hub. This would provide the press 24/7 access to the MCVB media kit and high resolution photos.

**19-0253** Executive Directors Report – Executive Director Dee-dee Guerra reviewed accolades with the board for Best Downtown designation by County Line Magazine. Texas Film Friendly city designation will be presented by The Texas Film commission, Office of the Governor at the City Council meeting on May 7. Ms. Guerra reviewed Legislation Session state priorities with the board. NCAA and Texas Tree Growers Association bids have been won. The Dallas Observer provided free coverage for the CVB, promoting the free walking tours for February. Ms. Guerra discussed with the board a preliminary budget for FY 19-20. This budget was a collaboration with both Communications Manager Beth Shumate and Sales Manager Vanesa Rhodes.

**19-0254** Board members unanimously approved the motion by board member Jon Dell'Antonia, seconded by Michelle Gamble to approve 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** Board members approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve 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 with a vote of 5-1-0, Vincent Vittatoe voting no. Conditions require sponsorship recognition guidelines to be met, in order for distribution of the funds.

**19-0256** Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Vincent Vittatoe, to approve Grant Application submitted by the Community Garden Kitchen of Collin County in the amount of \$1,000 for marketing, advertising and promoting the 2nd Annual Star Spangled Salsa Fest.

**19-0257** Board members unanimously approved the motion by Board member Michelle Gamble, seconded by Board member Jim Bressler, to approve Grant Application submitted by Arts and Music Guild in the amount of \$7,500 for marketing, advertising and promoting the McKinney Art Studio Tour (MAST).

**19-0258** Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Michelle Gamble, to approve Grant Application submitted by the Friends of Imagine International Academy of North Texas in the amount of \$3,000 for marketing, advertising and promoting the 1st Annual International Festival.

Board Chair Perkins called for Citizen Comments and there were none.

Board Chair Perkins called for Board and Commissioner Comments. Board member Jon Dell'Antonia asked Councilman Rainey Rogers for an update on the commercial growth by the airport; Councilman Rogers reported that a large industrial park is planned near there. Board member Julie Baublis asked for an update on the two hotels on Central Expwy at Eldorado that were scheduled to open in 2018. Mr. Rogers informed the board of a delay because of the need for Oncor Electric to move powerlines underground.

Meeting was adjured by Board Chair Perkins at 10:09 a.m.

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Bryan Perkins  
Chair