

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

SEPTEMBER 26, 2017

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney, Texas on September 26, 2017 at 7:35 a.m.

Board members present: Chairman Wayne Hill, Vice Chairman Jim Bressler, Secretary Sally Huggins, Hal Harbor, Jennifer Estes, Bryan Perkins, and Connie Gibson

Staff: Executive Director Dee-dee Guerra, Administrative Assistant Ashley Ford, Communications/Marketing Manager Beth Shumate, and Sales Manager Vanesa Rhodes.

City Staff: Assistant to the City Manager Trevor Minyard, Senior Financial Analyst Eric Corder, City Council Member Scott Elliott and MCDC Chairman Kurt Kuehn.

Chairman Hill called the meeting to order at 7:35 a.m. after determining a quorum was present.

Board members unanimously approved the motion by Board member Harbor, seconded by Board member Gibson, to approve the following minutes:

- 17-956** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of August 22, 2017.
- 17-957** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of August 21, 2017.
- 17-958** Executive Director's Report – Executive Director Guerra reviewed a few highlights for the month of August. Sheraton Hotel was given an award by Texas Association of College and University Police Administrators (TACUPA). Texas Living Magazine provided free media coverage for McKinney by publishing an article written by a travel writer we hosted 1-1/2 years ago. There will be three ads going into the High School athletic programs for The McKinney Store. The McKinney Store had approximately \$1,500 in sales for the month of August. Ms. Guerra also

advised Board members of both digital and print advertising campaigns the MCVB secured during the month of August. Additionally, Sales Manager Vanesa Rhodes shared a wonderful experience she had with Toyota and encouraged Board members to take a tour of the Toyota facility.

17-959 Board & Liaison Reports

City of McKinney – Assistant to the City Manager Trevor Minyard stated the adoption of the 2017-2018 budget has been approved. The general fund budget is right at \$137 million dollars and the tax rate went down three cents. Mr. Minyard also shared his experience at the 2017 Oktoberfest and expressed how great the event was. Lastly, City Council Member Scott Elliott shared with Board members how encouraged he is to see the large attendance at City Council Meetings.

Main Street/MPAC – Executive Director Guerra provided an update for MPAC/Main Street stating that the 2017 Oktoberfest had record ticket sales with over 50,000 in attendance. Also, Ms. Guerra reported about Main Street's campaign to win \$150,000 to "Polish Our Gem," historic preservation dollars that would be used for improvements to the McKinney Performing Arts Center. McKinney is one of the 25 American cities competing for a portion of \$2 million in grant Funding from Partners in Preservation. Lastly, Ms. Guerra shared the report for upcoming events including: Historic Good Times Weekend (Oct 6), Jack Ingram concert (September 30) and Scare on the Square (October 31).

MCDC – MCDC Chairman Kurt Kuehn shared with Board members that recipients of the McKinney Community Development Corporation's project grants have been approved. Additionally, Mr. Kuehn shared they will be voting this week on funding for an expansion at the McKinney National Airport and on the loan to Aimbridge Hospitality for the construction of a resort hotel in Craig Ranch.

Finance Committee – Board member Jim Bressler reviewed the MCVB August financials with Board members and advised the MCVB was tracking as expected. Mr. Bressler also stated the operational budget for FY 17/18 has been approved.

17-960 Consider/Discuss/Act on MCVB KPI's for FY 17/18 approval. Board members unanimously approved the motion by Board member Estes, seconded by Board member Bressler to approve the FY 17/18 MCVB goals.

17-961 Consider/Discuss/Act on Approval of MCVB Marketing Plan for FY 17/18. Board members unanimously approved the motion by Board member Harbor, seconded by Board member Gibson to approve the FY 17/18 MCVB Marketing Plan.

17-962 Consider/Discuss/Act on Approval of MCVB Grant Guidelines & Application for FY 17/18. Board member Harbor made the motion to approve the Guidelines, seconded by Board member Estes, to add the second round of dates (application deadline of February 2, 2018, presentation to the Board on February 27, 2018, and Board vote and award notification on March 27, 2018). The Board also approved that of the \$20,000 grant funds, Executive Director Guerra is allowed to grant (without Board approval) \$5,000 within the fiscal year or \$2,500 per grant cycle, but not to exceed \$1,000 per grant recipient. The Board unanimously approved the motion by Board member Gibson, seconded by Board member Estes, to approve the Hot Tax Usage form. Lastly, Board members unanimously approved the motion by Board member Perkins, seconded by Board member Estes, to approve the Grant Application form by adding the second round of application dates and deleting any mention of a dollar amount of funding.

Board Chair Wayne Hill adjourned the meeting at 8:50 a.m.

WAYNE HILL
Chair