

VISIT MCKINNEY BOARD

REGULAR MEETING

APRIL 28, 2020

The Visit McKinney Board met in regular session via Zoom Teleconference on April 28, 2020 at 9 a.m.

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

Absent: Alternate member Tamra Gaines

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Sales Manager Marie Woodard, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, Senior Vice President of McKinney Economic Development Corporation (MEDC) Danny Chavez, MCDC Board Liaison John Mott, City Secretary Empress Drane, and City Council Liaison Charlie Philips who joined the meeting at 10:38 a.m.

CALL TO ORDER

Board Chairman Perkins called the meeting to order at 9:06 a.m. upon determining a quorum was present. Perkins greeted everybody in the room by name and welcomed new staff member Marie Woodard. Perkins noted that nobody from the public was in attendance and there were no citizen comments.

CONSENT ITEMS

20-0335 Minutes of the Visit McKinney Board Meeting of February 25, 2020

20-0336 Minutes of the Visit McKinney Marketing Committee Meeting of March 6, 2020

20-0337 Minutes of the Visit McKinney Marketing Committee Meeting of April 20, 2020

City Secretary Empress Drane clarified the consent approval and referral process of minutes into the record, even when a board member was not present at the meeting the minutes were written for. Board members unanimously approved the motion by

Board member Jon Dell'Antonia, seconded by Board member Connie Gibson, to approve and refer the consent items to City Council.

REPORTS

Board Chairman Perkins offered McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal to give her update on the MPAC Strategic Session in combination with her Board and Liaison Report at this point.

20-0339 McKinney Mainstreet/MPAC Update on Strategic Session

Rosenthal reported on the responsibilities of her department, the current COVID-19 situation, the discussions from the strategic session, and the future plans for the downtown area. Board member Gamble praised her efforts and all that Main Street/MPAC does for the community.

20-0338 Board and Liaison Reports City of McKinney MEDC MCDC McKinney Main Street / MPAC Visit McKinney Finance Committee Visit McKinney Marketing Committee

Board Chairman Perkins called for Board and Liaison updates.

City of McKinney – City Manager Paul Grimes reported on the Governor's orders about re-opening and how it applies to McKinney businesses, as well as how City Departments are phasing back in. Grimes gave an overview over the business recovery program, the McKinney Strong Program, the grant program that was authorized by City Council and the One Heart McKinney Program. Grimes answered questions about the enforcement of the Governor's orders, The Courts Tennis Complex, the Walmart COVID-19 testing site and the Byron Nelson Tournament coming to McKinney.

MEDC – Vice President of McKinney Economic Development Corporation (MEDC) Danny Chavez highlighted the development at District 121, introduced the new MEDC staff employee Director of Business Intelligence, Holly Immler, and answered a question about the Hotel development in conjunction with the Byron Nelson Tournament.

MCDC – MCDC Board Liaison John Mott talked about the Small Business Relief Program the CDC gave \$1 million to, the District 121 Development, and the upcoming promotional grants opening on May 1, 2020 and encouraged to submit applications.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal had given her update during her presentation of the Strategic session.

Visit McKinney Marketing Committee – Board Chairman Perkins asked Marketing Committee Chair Gamble to give her report later in conjunction with the agenda item pertaining to the spring cycle of grant applicants.

Visit McKinney Finance Committee – Board member Bressler recapped that the end of March concluded the first six months of operation of this budget cycle, he highlighted the favorable numbers and the budget savings so far and pointed out the uncertainty of the next six months regarding the revenue stream and the challenge to apply the year-to-date budget savings in the next six months. Bressler reminded everybody that the March number of an 18.46% increase in Hotel Occupancy Tax Revenue really reflects the February performance and the drop off from mid-March in hotel occupancy won't be visible until the April report. Bressler highlighted the occupancy, average daily rate, and revenue per available room numbers for McKinney and compared them to the surrounding markets and to national numbers. Bressler gave a speculation about how the rebound of the hospitality industry could look and how McKinney is positioned for it. Bressler answered a question about hotels being taken out of inventory when they close temporarily.

Board Chairman Perkins called for a five-minute recess and asked to resume at 10:20 a.m.

20-0340 Update on 2020 McKinney Board & Commission Member Appointments

City Secretary Drane gave an overview of the application process for Boards and Commissions. City Council will meet on August 25, 2020 to fill the vacancies and assign people to positions and in preparation for that, applications need to be filled by any person that is interested in serving on a board as well as any member currently on a board whose term is expiring. Applications are due June 19th and are available online.

20-0341 Executive Director's Report

Executive Director Dee-dee Guerra referred to her attached reports, highlighting Simpson Strong Tie moving from Allen hotels to McKinney hotels, Visit McKinney's

participation in the business stimulus together with the City and EDC, the McKinney Strong T-Shirt campaign resulting in over \$21,000 of funds to be given to One Heart McKinney and the business stimulus program, the 10th Anniversary of the First Responder Luncheon on May 5, 2020 in coordination with National Travel and Tourism Week at the Public Safety Building, the May 6, 2020 Chamber Parade, and the Texas Music Friendly Designation. Guerra thanked MCDG for putting up the one million dollars for the business stimulus program as well as supporting the funding of the luncheon.

Communications Manager Shumate reported on the fundraising totals and disbursement of the McKinney Musician Relief Fund.

Guerra praised Shumate's Newsletter efforts and the resulting success as well as re-introduced Marie Woodard, the new Association and Corporate Sales Manager.

Woodard spoke about her sales mission, her history in recovery of the tourism industry, her drive to put economic dollars into the city, her assessment of the current situation, and her upcoming plans to secure future business.

Guerra asked Sales Manager Rhodes to report on the SMERF and Sports efforts and Rhodes gave a report about following up with the Christian Meeting & Conventions Association (CMCA) attendees, a show that she had to miss due to the travel restrictions put in place, as well as the adaption of the wedding market to the current situation.

Guerra closed by thanking the staff for adapting to the alternate working conditions and how much she is looking forward to continuing the strengthened partnerships with MCDG, MEDC, Main Street, the City and the Chamber. Guerra answered questions about the temporary hotel closure and Shumate highlighted the just received information for the Daytripper Watch Party on April 30, 2020 at 7 p.m. of the McKinney Episode on The Daytripper's YouTube Channel.

REGULAR AGENDA

- 20-0342** Consider/Discuss/Act on the Revised Visit McKinney Key Performance Indicators (KPIs) for Fiscal Year 2019-20 in Quarters 3 and 4, Due to COVID-19

After a brief recap by HR Committee Chair Gibson, Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Vincent Vittatoe, to approve the revised Visit McKinney Key Performance Indicators (KPIs) due to COVID-19 for fiscal year 2019-20 in quarters 3 and 4.

20-0343 Consider/Discuss/Act on the Visit McKinney Key Performance Indicators (KPIs) for Fiscal Year 2020-21, Due to COVID-19

After a brief discussion about how the numbers were adjusted to reflect the current situation due to COVID-19, Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Michelle Gamble, to approve the Visit McKinney Key Performance Indicators (KPIs) for fiscal year 2020-21.

20-0344 Consider/Discuss/Act on the Proposed Visit McKinney Budget for Fiscal Year 2020-21

Finance Committee Chair Bressler gave a brief explanation of the minimal changes to the budget for next year. Executive Director Guerra reported on the Supplementals and re-appropriation of funds due to COVID-19 and gave a brief overview of the proposed new website vendor. Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Michelle Gamble, to approve the proposed Visit McKinney budget for fiscal year 2020-21.

20-0345 Consider/Discuss/Act on Marketing Committee Recommendations Regarding the Spring Cycle of Grant Applicants

Marketing Committee Chair Gamble explained that the committee met before the COVID-19 changes and again after shelter in place orders were given, hence the need to adjust the recommendation to the following grants: The Heritage Guild of Collin County: \$2500, Heard-Craig Center for the Arts: \$500, and SBG Hospitality: \$2,500. Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Sally Huggins, to approve the Marketing Committee recommendations regarding the Spring cycle of grant applicants.

CITIZEN COMMENTS

There were no citizens comments.

BOARD OR COMMISSIONER COMMENTS

City Council Liaison Charlie Philips asked for excusal of his late arrival due to an emergency; he will get updates from Executive Director Guerra about missed items after the meeting is over. City Manager Grimes and Guerra addressed Board member Dell'Antonia's question about the new hotel construction on Hardin Blvd. and Hwy 380.

ADJOURN

Board members unanimously approved the motion by Board member Bryan Perkins, seconded by Board member Jon Dell'Antonia, to adjourn the meeting at 11:04 a. m.

BRYAN PERKINS
Chair