

## MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

### REGULAR MEETING

**JUNE 25, 2019**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia Street, McKinney, Texas on June 25, 2019 at 8:00 a.m.

Board members present: Jim Bressler, Bryan Perkins, Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Sally Huggins, and Connie Gibson who joined the meeting at 8:17.

Absent: None

Staff Present: Executive Director Dee-dee Guerra, Sales Manager Vanesa Rhodes, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, McKinney City Manager Paul Grimes, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, City Council Liaison Rick Franklin, and City Council Liaison Charlie Philips.

Board Chairman Perkins called the meeting to order at 8:05 a.m. upon determining a quorum was present.

Board Chairman Perkins greeted and welcomed newly appointed MCVB Board Member Sally Huggins, new City Council Member Liaisons Rick Franklin and Charlie Philips, as well as Administrative Assistant Sabine Smith.

Board Chairman Perkins called for approval of the minutes of the McKinney Convention and Visitors Board Meeting of May 28, 2019. Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to approve the following consent items:

**19-0518** Minutes of the McKinney Convention and Visitors Bureau Meeting of May 28, 2019.

**19-0519** Board Chairman Perkins called for Board and Liaison Updates.

City of McKinney - City Manager Grimes advised board members that the City received the CLIDE award for Celebrating Leadership In Development Excellence from the North Texas Council of Government.

Additionally, the City's Communication and Marketing Department was recognized by the State of Texas Municipal Association Information Officers, for four awards: the 2018 Annual Report, the MCVB website, the Unique by Nature Social Media Contest and the Unique Sign, and the Community Center Awareness Campaign. In an update on U.S. Highway 380, Grimes noted that the state is moving forward with the "Red A" Alignment. Mr. Grimes stated new Council Members Frederick Frazier and Rick Franklin are concluding their last orientation sessions on Thursday. Additionally he informed that the City's budget will be presented to Council on August 9, adopted mid-September, and be in place October 1. Board Member Dell'Antonia asked if the HOAs are affected by the new state regulations that preclude cities from certain building standards; Mr. Grimes advised that HOAs can still require their own standards.

MEDC - No representatives from MEDC were present, so Board Chairman Perkins asked Board Members to refer to their respective attached reports.

MCDC - No representatives from MCDC were present, so Board Chairman Perkins asked Board Members to refer to their respective attached reports.

McKinney Main Street / MPAC - McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal gave an update on the 4<sup>th</sup> of July parade and thanked Executive Director Dee-dee Guerra and Sales Manager Vanesa Rhodes for assisting in driving Council members in this year's parade. Ms. Rosenthal mentioned that the Salsa Festival downtown at Chestnut Square and fireworks at Craig Ranch are also both happening on July 4, and highlighted how family and community-friendly these events are. Ms. Rosenthal spoke of upcoming events: The Gatlin Brothers on July 6, to which tickets are still available, and Kraig Parker, an Elvis impersonator on July 27. Ms. Rosenthal reported that the

newly-created Valet Parking Program served 348 cars in the first week, 293 in the second week and 302 cars in the third week. Ms. Rosenthal stated that an analysis of how many cell phones come into the downtown area, distinguishing between visitors and employees, will be presented to the Main Street Board and the Main Street Merchants in July. This analysis is a result of the collaboration between the City of McKinney and The Retail Coach. Ms. Rosenthal described two new projects that are eligible for funding because of the Cultural Designation. One is a “Butterfly Project” supporting the Monarch Program. The other project is three neon signs, located in the Cultural District and designed to be reminiscent of the 1940s and 1950s. Board Member Bressler asked how these signs tie into City wayfinding signage; City Manager Grimes stated the wayfinding signage falls under the department of Engineering and Planning.

MCVB Finance Committee – Committee Chair Bressler reported that May expenses are tracking as expected and are in good shape. The Occupancy Tax Revenue is down by three percent year over year; however, we have experienced an increase during the months of April and May. Bressler advised about 20 months ago, the hotel properties hit a downturn and the occupancy rate fell from 70 percent to mid-60 percent. Historically, June, July and August are our strongest months. Committee Chair Bressler stated that Plano is still struggling and Allen had a tough month as well. Mr. Grimes reported the Hilton Home 2 and the SpringHill Suites both have a final walk-through today; however, there is a disconnect between the developers and the general contractor about the readiness of the final walk-through. Mr. Grimes gave an update on the resort hotel project, stating the groundbreaking should happen this summer or in September. Board Member Vittatoe asked if the City has looked at bringing in a full-service hotel to McKinney. Mr. Grimes stated that hotels usually forecast 10 years ahead and the demand is just not

quite there yet.

**19-0520** Executive Director's Report - Executive Director Guerra reviewed the Budget for FY 19/20 stating that it is largely flat, with the exception of the supplemental requests which include an added sales position, the SEM campaign, attendance at two additional trade shows including travel expenses, the CrowdRiff Media Hub, MPI Sales Blitz, and Travel College for Ms. Rhodes to attend. MCVB Finance Chair Bressler mentioned if the supplementals were removed, the budget stays flat, except for the human capital side. It was clarified that the supplemental funds come from the HOT Tax and not from the City's General Fund. Mr. Grimes clarified that the additional sales position is not created to solely support the new resort hotel and that the City is not required to do the staffing for the resort. Board Chairman Perkins reminded those present at the meeting that a previously-hired consultant had recommended to the Board that it would be beneficial to hire an additional salesperson now as opposed to later to expand the MCVB's ability to bring meetings to McKinney. From her staff report, Ms. Guerra highlighted the SEM campaign, and all the activities that took place during National Travel and Tourism Week, which included an Instagram takeover by Tricia Scruggs of We Ate Well Food Tours, a phone interview with 88.1 KNTU, Public Safety Appreciation Lunch, the recognition from the Texas Film Commission/Office of the Governor that designated McKinney as a "Texas Film Friendly City", the passport challenge, historical tours guided by Guy Giersch and the attendance of staff at the Travel Rally Days at both the Denison and Gainesville Travel Information Centers. Board Member Gamble asked for an update on the Pygmy Goat Association Presentation. Ms. Rhodes reported that the association selected Colorado for their annual convention due to more incentives provided by the hosting city as well as the fact they had been to Texas two times previously.

**19-0521** Board Chairman Perkins called for a motion to Consider/Discuss/Act on

the MCVB FY2019-20 Budget for submission to the City Manager for review. Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve the MCVB FY2019-20 Budget for submission to the City Manager for review.

**19-0522** Board Chairman Perkins called for a motion to Consider/Discuss/Act on Selection of MCVB Board Officer Secretary/Treasurer. Board Members unanimously approved the motion by Board Member Bryan Perkins, seconded by Board Member Vincent Vittatoe, to seat Jim Bressler in the MCVB Board's open Secretary/Treasurer position. Board Member Sally Huggins was appointed to the HR and Marketing Committees, and Board Member Michelle Gamble was appointed as Chair of the Marketing Committee.

Board Chairman Perkins called for Citizens Comments. There were none.

Board Chairman Perkins called for Board or Commissioner Comments. Board Member Jon Dell'Antonia proposed that the board adopt a resolution to ask Council to work on the development of the property around the Sheraton/South Gate Area. Board Chair Perkins indicated that the wishes of the Board had been clearly stated to Mr. Grimes. City Manager Grimes reminded board members there is a master site plan with developer KDC in place; the market still demands that commercial buildings are closer to the DNT and Plano/Frisco areas and that KDC and Cindy Schneible are marketing that area but the market is just not there yet. Mr. Grimes said that as the growth continues, it will come our way. The City is motivated and has incentives but somebody needs to come in with a vision.

Board Chairman Perkins adjourned the meeting at 9:20 a.m.

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Brian Perkins  
Chair