

VISIT MCKINNEY BOARD

REGULAR MEETING

AUGUST 23, 2022

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Encore Wire Conference Room, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, August 23, 2022, at 8:00 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Connie Gibson, Whitney Nash, Katie Scott, and Tamra Gaines, who left the meeting at 9:56 a.m.

Absent: None

Alternate member present (non-voting): Deidre Woodard

Staff present: Executive Director Aaron Werner, Sales Manager Rachel Tamez, Communications Manager Beth Shumate, Executive Assistant Sabine Smith, City Manager Paul Grimes, Interim MPAC/Main Street Program Director Andrew Jones, and City Council Liaison Richard Franklin, who left the meeting at 10:01 a.m.

Guest present: Marching Music Made in McKinney - Dean Cimini

CALL TO ORDER

Board Chair Vincent Vittatoe called the meeting to order at 8:00 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items.

CONSENT ITEMS

22-0772 Minutes of the Visit McKinney Board Meeting of July 26, 2022

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to approve and refer the minutes of the Visit McKinney Board Meeting of July 26, 2022, to City Council.

REPORTS

Board Chair Vincent Vittatoe called for Board and Liaison updates.

22-0773 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney

Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes gave an update on the current budget process for Fiscal Year 2023, explained various line items in the budget, how inflation is affecting the budget process, and announced that City Council is scheduled to adopt the budget at a meeting in September. Grimes spoke to the Council's redistricting process that's currently underway, the upcoming Boards and Commissions Appointments, and the City's effort to put a Broadband and Fiber Program in place. Grimes reported that Destination Services, LLC, a firm that has previously been contracted by Visit McKinney, has been retained by the City, MEDC, and MCDC for services on a specific project regarding a future resort/hotel and/or conference/convention center. Grimes stood for questions about the construction project on the FBO terminal at the McKinney Airport, the budget for Fiscal Year 2023, the construction of the new City Hall, and the Silo Mural Project. City Council Liaison Richard Franklin gave an update on the preparations for the 2023 AT&T Byron Nelson Tournament and Franklin and Grimes stood for questions from Board members.

MEDC and MCDC – Due to a joint event hosted by the McKinney Chamber of Commerce and MEDC occurring at the same time, no representatives from either organization were present. Board Chair Vincent Vittatoe asked Board members to refer to the respective attached reports.

McKinney Main Street / MPAC – Interim MPAC/Main Street Program Director Andrew Jones reviewed past events and listed upcoming dates for September and October, with a special focus on explaining the changes to this year's Oktoberfest. Jones addressed the recent fire in downtown McKinney and City Manager Paul Grimes discussed programs the City of McKinney offers to offset costs for sprinkler installations and fire safety programs. Jones explained the operator changes for the Santa on the Square event and stood for questions from Board members.

Visit McKinney Finance Committee – Board member Jon Dell'Antonia covered the operating statement of July 2022, mentioning that Visit McKinney is under budget as of today, and reviewed the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the

surrounding cities. Dell'Antonia highlighted the substantial increase in Hotel Occupancy Tax Revenue for Fiscal Year 2022 and explained the restructured STR report: Tier 1 and Tier 2 hotels have been separated out, eliminating Tier 3 lower rate hotels, and additional comparative cities have been added to the report. A discussion followed how Georgetown, TX, and Edmond, OK, as opposed to other cities, have been selected to be included in the report and how they compare to the City of McKinney. Executive Director Aaron Werner explained that the changes to the STR report started with STR changing their pricing structure and the resulting opportunity to get different reports added. Werner noted that neighboring communities are separating transient business from contract group business, a practice McKinney hotels currently do not follow. Werner stood for questions from Board members.

22-0774 Executive Director's Report

Executive Director Aaron Werner gave an update on the offer made to an applicant for the vacant part time staff position and the departure of Sales Manager Rachel Tamez to pursue another job opportunity. Werner invited Board members to participate in her Farewell Reception and Tamez thanked everyone for their support in the last year. Werner gave his farewells to Board Chair Vincent Vittatoe, who is unable to attend the board meeting next month, which is the last meeting of his term. Vittatoe expressed his gratitude for the opportunity to have served and thanked everyone on the Board and staff. Werner gave some ideas on the remaining budget for Fiscal Year 2022 and mentioned that the expected surplus resulted due to the staffing changes and cautious spending during the vacancy of the Executive Director position for almost 6 months. Werner highlighted Visit McKinney's media coverage in publications and on social media as well as economic study numbers during the 2022 AT&T Byron Nelson Tournament. He also gave a preview of the 2023 AT&T Byron Nelson Tournament, which coincides next year with the 2023 Academy of Country Music Awards, an event that will take place in Frisco, TX., and will result in a shift of hotel room blocks to neighboring cities. Werner updated on the progress of the Visitor Center refresh with a "McKinney Experience and Retail Section" and highlighted the new partnership with the City's Communications and Marketing Team, an effort resulting in a series of still

ongoing strategy meetings with the goal to utilize the City's expertise and services, to partner on joint marketing projects, and at the same time to provide relief to the small Visit McKinney team. Werner wrapped up his report by highlighting the upcoming TACVB Annual Conference.

REGULAR AGENDA

22-0775 Update on DCI/Marching Music Made in McKinney Metrics and Data for 2022

A presentation was given by Rachel Tamez, Sales Manager for Visit McKinney, on metrics and data collected during and after the 2022 Drum Corps International Event, followed by a recap of the event by Dean Cimini, President of Marching Music Made in McKinney. Cimini gave a preview of suggestions and opportunities for the 2023 event.

22-0776 Consider/Discuss/Act on the Visit McKinney Budget for Fiscal Year 2022-23 as Submitted to the City Manager

Executive Director Aaron Werner gave a presentation about the different line items in the budget, the changes to the previous fiscal year, and he explained the supplemental budget. City Manager Paul Grimes answered questions from Board members regarding the usage of the Hotel Occupancy Tax and the budget amendment process. Board members unanimously approved the motion by Board member Tamra Gaines, seconded by Board member Katie Scott, to approve the Visit McKinney Budget for Fiscal Year 2022-23 as submitted to the City Manager.

22-0777 Update on New Microsoft Power BI Reporting

A presentation was given by Rachel Tamez, Sales Manager for Visit McKinney, explaining the newly created Microsoft Power BI reports and how Board members can access them via the Simpleview Extranet. Tamez stood for questions from Board members.

22-0778 Consider/Discuss/Act on the Recommendations from the HR Committee's Bylaws Review

HR Committee Chair Whitney Nash went through the proposed changes of the Visit McKinney bylaws as recommended by the HR Committee. Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Michelle Gamble, to approve the updated Visit McKinney bylaws after the recommended changes from the HR Committee have been incorporated.

22-0779 Consider/Discuss/Act on Visit McKinney Spending Cap

A presentation was given by Executive Director Aaron Werner outlining the current spending caps and proposed changes. Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Katie Scott, to adapt the MEDC policy as presented with the following changes: spending above \$5,000 requires Board Chair approval and spending above \$10,000 requires full Board approval.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

There were no public comments regarding matters not on the agenda.

BOARD OR COMMISSIONER COMMENTS

This section was not called.

ADJOURN

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Jon Dell'Antonia, to adjourn the meeting at 10:21 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by Visit McKinney board members on: _____

CONNIE GIBSON
Board Vice Chair

JON DELL'ANTONIA
Secretary / Treasurer