

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

AUGUST 28, 2018

The McKinney Convention and Visitors Bureau Board met in regular session at the Dowdy Board Room, 5900 S Lake Forest Drive, Suite 110, McKinney, Texas on August 28, 2018 at 8:00 a.m.

Board members present: Sally Huggins, Hal Harbor, Jennifer Estes, Jim Bressler, Bryan Perkins, Connie Gibson, and Julia Baublis.

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

Guests Present: Councilman Rainey Rogers, Assistant to City Manager Trevor Minyard, MPAC/Main Street Program Director Amy Rosenthal, Collin County Historic Museum Director MaryCarole Strother, and McKinney Economic Development Corporation President Peter Tokar III.

Chairman Huggins called the meeting to order at 9:10 a.m. after determining a quorum was present.

Board members unanimously approved the motion by Board member Julia Baublis, seconded by Board member Connie Gibson, to approve the following consent items:

- 18-713** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of July 24, 2018
- 18-714** Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of July 20, 2018
- 18-715** Executive Director's Report – Executive Director Dee-dee Guerra asked the board for any questions they might have on the staff report. Board member Jim Bressler requested an update on the stadium in relation to future football tournaments. Executive Director Guerra advised Bressler of the opening but has not received a formal confirmation. Guerra updated board members on the efforts with the NAACP to showcase

McKinney and the Sheraton. Von Daniel from the Comedy Sportz Arena will emcee this event. Guerra updated the board about the opening of the Hilton Home2 in September and Springhill Suites in October. Additionally Guerra advised that Sales Manager Vanesa Rhodes received an RFP from the Women's Health Conference for November 13-16, with 20 attendees. Ms. Rhodes also met with Kim Cotton with Jack Henry Association (located in Allen) on local conferences and regional meetings. Leads lost are NIAA men and women's Bowling Invitational, and the Strong Towns Conference which was lost to Plano. Communication with planners at Simpson Strong Tie has continued. They will be giving their room nights to the Hilton Home2 and Springhill Suites. Ms. Guerra has started communications with the trainer for UPS regarding securing hotel room nights for their training facility. The MCVB is also hoping to generate bus tour business by advertising in Bus Tours Magazine. Texas Agrilife will hold their Friendship Banquet at Local Yocal's new location. Executive Director Guerra announced three awards the MCVB received from the TACVB Annual Conference - one People's Choice and one judge's choice award for Convention Promotion for venue videos, and one judges' choice awards for Cooperative Advertising (for the DASH).

18-716 Board & Liaison Reports

City of McKinney - Assistant to City Manager Trevor Minyard informed the board of current tax rates and budgets to be finalized and adopted by council on Monday September 17, 2018. Council member Rainey Rogers informed the board of new board appointees and thanked those who will cycle off the board effective September 30, 2018.

Main Street/MPAC – Presentation and cleaning work on the MPAC building is underway, as reported by MPAC director Amy Rosenthal, who thanked the board for their voting to help win a \$150,000 grant to “Polish the Gem”. Work should continue on this project for the next three to four

weeks. She also reported that Downtown McKinney's application for the Texas Commission on the Arts' cultural district designation has been reviewed and recommended. Voting will take place on September 6 in Austin. This designation would encourage and help increase tourism in McKinney. Rosenthal stated the Texas Tenors has sold out (435 seats), and hopes it will bring in overnight stays for the September 21, concert. Oktoberfest is scheduled for September 28-30. Additionally Ms. Rosenthal advised that MCDC approved a grant for wireless speakers to be installed in downtown McKinney, a feature designed to enhance the downtown experience.

MEDC - President Peter Tokar III of the McKinney Economic Development Corporation spoke briefly to the board advising them of the Bisnow Conference held at the Sheraton recently. It was a record success with a turnout of 480 real estate agents and brokers. Discussion was focused on the Hwy 121 corridor. A bus tour was provided for 50 brokers following the event with lunch at the TPC Craig Ranch. Mr. Tokar advised the board that the MEDC pipeline is very healthy and continues to seek opportunities to showcase McKinney.

Marketing Committee – Board member Jennifer Estes spoke on behalf of the Marketing Committee. Both the Salsa Fest event report and the Collin County History Museum's Padcaster were reviewed. Director MaryCarole Strother of the Collin County History Museum demonstrated the Padcaster equipment purchased with MCVB grant funds. The museum is using the equipment to enhanced marketing of the museum. Ms. Strother stated videos are being recorded now and will be used for the new exhibit opening in March of 2019. (McKinney Then and Now.)

Finance Committee – Board member Bressler reviewed numbers for July 2018. Market share shows through July that McKinney occupancy is holding but running short since May of 2017. Executive Director Guerra informed the board that business has been focused on association and

corporate, and that bridal venue relationships have not been fostered as in the past. Board member Julie Baublis brought up that when booking, people are looking at hotels that have attractions close-by and, at this time, our sister cities have more to offer. Council member Rogers brought up that our economy has also been booming, allowing people to take more lavish trips. Board member Connie Gibson asked about the baseball fields and how this may have affected us. Executive Director Guerra addressed this concern, mentioning that the fields have not added much to McKinney's availability based on low availability during peak seasons. Guerra said expansion of the Courts Tennis Complex should add a new market for us to pursue. Her hope is that the football stadium will also have a positive effect on tourism.

18-717 Strategic Planning Work Session – Board members discussed and revised goals and the strategic plan set forth for the MCVB FY 2018/2019 to be scheduled for consideration/adoption at the October 2018 board meeting.

Board Chair Sally Huggins adjourned the meeting at 11:55 a.m.

SALLY HUGGINS
Chair