

The mission of the McKinney Convention and Visitors Bureau is to market McKinney as the Destination of Choices

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

May 23, 2011

The MCVB Board met for a Regular Meeting at the Roy & Helen Hall Memorial Library in the Dulaney room located at 101 E. Hunt Street. Present were: Directors John Rattan, Trae Gardner, Colleen Via-Friend, Michael McEntire, Doc Vranici and George Lodge. Guests were City Finance Liaison Jennifer Cooke, and MCDC Director Cindy Schneible. Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, Tourism Sales Manager Dee-Dee Villanueva and Communications Manager Beth Shumate. Absent were Directors Angie Bado, Ian Dockrill, and Erica Tate and City Council Liaison Ray Ricchi.

Call to Order

Director Gardner called the meeting to order at 3:03 PM. Director Gardner welcomed guests.

Approval of Minutes of the February 28, 2010, Regular Board Meeting

11-025

Director Gardner asked for a motion to approve the minutes from the April 18, 2011 MCVB Board meeting. Director Via-Friend made the motion to approve with a second made by Director McEntire. The minutes were approved unanimously. No further action needed.

Committee Reports

11-026

Marketing Committee – Director Gardner reported that the marketing committee had a productive meeting. Director Gardner addressed the Gateway Project and the concepts presented from the consultants. Gardner stated the vision that would be presented to Council by the Gateway Consultants was “McKinney will secure and strengthen its position as a regional center, merging as a leader in Collin County and a magnet for high quality development in the metroplex.” Director Gardner told board members and staff that his take-away from the MEDA meeting was the focus of the Gateway Project was more on bringing business to McKinney than on tourism. Director Lodge advised board members that he spoke with Councilmen Ussery and understood that Council planned to take the Gateway Project to the citizens of McKinney for their opinion. Executive Director Bayes stated the CVB had not been given any information regarding the vision or further development of the Gateway Project. No further action needed.

Development – Director Tate was absent therefore no update was given. No further action needed.

Finance – Director Via-Friend updated Board members on the MCVB budget stating that it was the preliminary budget. Director Via-Friend commended Executive Director Bayes for her consistent fiscal stewardship. Via-Friend advised board members that the MCVB budget will have a slight increase for 2011-2012 due to the projected construction of the convention center. Director Via-Friend noted that the advertising budget was slightly below expected, however the increase would show during the months of June-September, the time when dollars are spent on advertising and promotional items. No further action needed.

Consider/Discuss/Act - MCVB Planning Retreat for 2011- Trae Gardner

11-027

Director Gardner asked Board members to be a lobbyist for Executive Director Bayes, staff, and the CVB. Gardner asked board members to think of ways to help the CVB achieve their goals as well as suggested each committee develop ideas to help further goals of the CVB. Director Gardner stated that at the CVB Board retreat they would define and designate each member’s responsibility and the responsibilities of the board as an entity. Action needed: confirm date, time and location of board retreat.

Consider/Discuss/Act - Board Bios and Summary of Strengths – George Lodge **11-028**

Director Lodge asked board members to provide a one page biography of themselves highlighting their strengths, hobbies/interests, and how those characteristics will benefit the board and the CVB. Director Vranici suggested that the staff complete a bio also. Director Gardner asked staff and board to have bios turned into Executive Director Bayes by June 3, 2011. Director Lodge suggested that the compilation of the bios be sent to the mayor, city council, city manager, and board members of MEDC and MCDC. Bayes highlighted events and projects that staff have participated in and will be participating in the upcoming weeks. Bayes opened the floor for discussion; there was none. No further action needed.

Consider/Discuss/Act – Volunteers for City Boards – Erica Tate **11-029**

Director Gardner asked Board members to volunteer to attend other city board meetings and give reports/updates at the following CVB board meeting. Board members volunteered as follows: Director Lodge - Main Street; Director Bado - Chamber; Director Vranici - Airport; Director Rattan – MEDC; Director McEntire – MCDC; Director Gardner – Planning & Zoning. Director Gardner advised board members that they were to attend meetings for informational purposes only and stated they did not have to attend every meeting. Director Gardner asked Board members to watch City Council meetings online if they are not able to physically attend the meeting. No further action required.

Consider/Discuss/Act – Plan to Recruit New Board Members – Doc Vranici **11-030**

Director Gardner asked Board members to invite people they feel are strong candidates for the CVB Board to apply to be on the Board. There was discussion regarding new board member selection, Directors Lodge, Via-Friend, and Vranici volunteered to attend the City Board Recruitment night at MPAC on June 20, 2011. No further action required.

Consider/Discuss/Act – Community Inventory – Erica Tate **11-031**

Executive Director Bayes asked board members to study the “Developing Tourism in Your Community” handout that was provided. Bayes stated that the city needs to determine what the current community needs are to fairly answer the question of “what is more beneficial to the city, bringing in XYZ Company or attractions and hotels.” Executive Director Bayes stated that McKinney needs to determine if they want to be a destination city or a sleep over city. No further action required.

Consider/Discuss/Act – Executive Committee Meeting with City Manager – Trae Gardner **11-032**

Director Gardner advised board members he, as well as directors Via-Friend, Tate, and Dockrill will be meeting with the City Manager on June 1, 2011.

Consider Discuss/Act – Update on Special Projects/Events **11-033**

Executive Director Bayes updated the board on Bloomin’ and Boomin’. Bayes thanked MCDC for the grant to print the Bloomin’ and Boomin’ brochure and displayed a copy of the brochure for board members to view. Executive Director Bayes advised board members that The Crape Myrtle World Collection would be featured in the “New Next” section of Texas Monthly. Executive Director Bayes advised board members that she wrote an article called “CVB 101 for City Leaders” for the Texas Town and City Magazine, which is distributed to city leaders across the state. Bayes also advised board members that the new smart phone app for McKinney would be launched sometime during the upcoming week. No further action required.

Consider/Discuss/Act – Director’s Report **11-034**

Executive Director Bayes asked board members to read the director’s report she handed out and to notify her if they had any questions. Bayes advised board members that the CVB had a successful launch of National Tourism Week. Executive Director Bayes stated that the MCVB hosted a Public Safety Appreciation Day and had a good attendance from both the Fire & Police departments. Bayes noted that during discussions with Fire & Police, both departments mentioned that the current location for the projected hotel/conference center is a difficult location in which to obtain access. Executive Director Bayes stated that the CVB held a Top

Hospitality Hero Contest in McKinney and Christina Degelia from TPC at Craig Ranch was the winner. Bayes thanked City Marketing and Karl Suchman, from the city marketing department for helping film a video on the importance of travel. No further action required.

Citizens Comments

11-035

There were no citizen's comments.

ADJOURN

There being no further business, Director Gardner moved for a motion to adjourn. Director McEntire made the motion and Director Rattan seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 4:34 p.m.

Ian Dockrill

Date

Board Chair

The next scheduled MCVB Board meeting will be held Monday, June 27, 2011 at 3:00pm; Location: Rick's Chophouse, Rick's 110 Room, 107 N. Kentucky McKinney Texas 75069