

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

MAY 28, 2019

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street, McKinney, Texas on May 28, 2019 at 8:00 a.m.

Board members present: Jim Bressler, Bryan Perkins, Connie Gibson, Julia Baublis, Jon Dell'Antonia, Michelle Gamble, and Vincent Vittatoo.

Absent: None.

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Staff Assistant Sue Davis, McKinney City Manager Paul Grimes, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, and City of McKinney Senior Communications & Media Specialist Frances La Rue.

Board Chairman Perkins called the meeting to order at 8:11 a.m. upon determining a quorum was present.

Board Chairman Perkins called for the minutes of The McKinney Convention and Visitors Board Meeting of April 23, 2019. Board members unanimously approved the motion by Board member Vince Vittatoo, seconded by Board member Julia Baublis to approve the following consent item:

- 19-0451** Minutes of the McKinney Convention and Visitors Bureau Board Meeting of April 23, 2019.
- 19-0452** Board Chairman Perkins called for a Presentation from Frances La Rue of City Communications on the "Ask a Local Campaign." In collaboration with the MCVB, City Communications launched a six-month campaign that will target families with young children, young couples, and active senior residents. The campaign features candid answers from the residents regarding what they like most about McKinney. The campaign will use various media formats, including video, digital advertisements, and social media.

19-0453 Board Chairman Perkins called for Board and Liaison Updates.

City of McKinney - City Manager Grimes advised board members of the two new City Council members, stating that Councilman Rick Franklin and Councilman Frederick Frazier have begun their orientation with the city. He stated that legislative session is over, school finance is positive in order to get property tax relief. Grimes advised board members the city forecast five years out when planning budgets. The deadline to apply for Boards and Commissions is June 30. Mr. Grimes encouraged board members to persuade those in their circles of influence to apply. Additionally, Mr. Grimes stated that the National Research Center's Citizens Survey, which is done every two years, has been completed; results from the survey can be found online. Grimes also advised board members that the city started to enforce the International Property Maintenance Code Enforcement Code in early April. Mr. Grimes opened the floor for questions. Board member Dell'Antonia asked for an update on the proposed municipal complex. Grimes advised the city is actively looking at properties for a potential location for the complex and hoped to make an announcement of the location by mid-summer. Board Chair Perkins asked for a status report on the Highway 380 bypass. Mr. Grimes advised that the state would take the preferred route to the environmental study for further study and discussion.

McKinney Main Street/McKinney Performing Arts Center (MPAC) – Main Street Director Amy Rosenthal advised the county has transferred the deed of MPAC to the city, stating this allows MPAC to participate in a master plan update. Rosenthal advised that courthouses with an updated master plan are eligible for \$35 million funding. In regards to the McKinney Cultural District, Rosenthal advised she and Ms. Guerra are looking at grant opportunities that would assist with signage in the downtown area. Furthermore Ms. Rosenthal advised board members beginning June 1; a partnership with Audi McKinney will launch a test run

of valet parking in downtown. 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 on July 11 and in August at the Main Street Business Meeting. This analysis is a result of the collaboration between the City of McKinney and The Retail Coach.

Community Development Corporation – Board Chair Perkins advised members to review the MCDC report attached to the agenda.

McKinney Economic Development Corporation – Board Chair Perkins advised members to review the MEDC report attached to the agenda.

MCVB Finance Committee Chair – Committee Chair Bressler stated the April statement indicated the MCVB is in great shape and trending as expected; in addition he advised the MCVB will most likely come in under budget at the end of the fiscal year. In addition, Bressler stated for the second month in a row, the MCVB has “exceeded occupancy goals compared to last year, and has outperformed our competitive set”. Bressler advised that once the new conference center in Craig Ranch begins construction, an additional full-time sales position will need to be added to the budget.

19-0454 Executive Director's Report – Executive Director Guerra updated Board Members with staff activities that took place in April. Guerra highlighted Vanesa Rhodes attended DFWAE Day at the Ft. Worth Convention center with Steven Yearwood, Sales Representative from the Sheraton. NCAA planning is moving forward. The SEM web campaign launched May 1. Guerra advised board members Serve McKinney will take place on June 6, between 5:30 - 7 p.m. and asked board members to let her know if they would like to volunteer at the event. She stated that due to growth of Serve McKinney, the location changed to The Collin College Event Center. Additionally, Guerra advised the board that Ms. Rhodes would take part in the bid presentation process to the National Pygmy Goat Association Board in an effort to bring their 2020 Conference to

McKinney. Guerra updated board members on the status of the two new hotels scheduled to open in McKinney; the Hilton Home 2 is now scheduled to open June 25, and the SpringHill Suites in early August. Guerra advised board members an offer was extended to Sabine Smith to fill the Administrative Assistant vacancy; she will begin June 3. Executive Director Guerra thanked Board Member Julia Baublis for her service to the board and wished she and her husband well with their new adventure.

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

Board Chairman Perkins called for Board or Commissioner Comments. Board Member Jon Dell'Antonia and Board Chair Perkins asked if there were early results from the digital marketing efforts, Communications Manager Beth Shumate stated not at this time.

Board Chairman Perkins adjourned the meeting at 9:30 a.m.

Bryan Perkins
Chair