

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Development Committee Meeting

May 1, 2014

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting at the MCVB Conference Room at 224 E. Virginia Street, McKinney Texas on May 1, 2014 at 1:30 p.m.

Attendees: Board Members: Doc Vranici, & Erica Tate. Staff: Director Dee-dee Guerra

Discussion Items:

Brainstorm on ways to spend the Fund Balance: During the discussion one of the item that stood out to the Development Committee was something Board member Tate-Carver brought up, she stated that we should spend the Fund Balance on more TV Advertising Campaigns w/ Sweepstakes much like the WFAA staff recently did with Good Morning Texas around the Houston, Austin, Louisiana, Oklahoma, Arkansas area because we could prove the ROI.

After much discussion the Development Committee tasked Director Guerra with 2 items:

1. Find the White paper that was done by MCDC on what items citizen would like to see in McKinney as part of quality of Life.
2. Find out the cost and what the Star Report entails and what kind of impact that information would have on the CVB.

The meeting adjourned at 3:00 p.m. A follow up meeting will be set for the week of May 12, 2014.

Doc Vranici
MCVB Development Committee Chair