

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

February 17, 2014

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting on February 17 1014.

In attendance were Board members: Sharon Dill, and Hal Harbor.
Staff Members: Dee-dee Guerra and Beth Shumate

Committee Chair Dill called the meeting to order at 8:00 a.m.

Committee members & staff discussed the following:

Communications Manger Beth Shumate covered the Advertising/ Marketing that the CVB has submitted for the month of January.

I. Advertising/PR-Marketing:

- Purchasing Batchgeo.com
- House & Home
- Courier Gazette
- Griffon-article about healthy living & fitness/nature and an ad is included
- Signature Bridal
- Ad Ink-Martha Stewart Living & Elle Magazine in Austin & Houston Markets (Co-op with City Communications & MCDL)
- Pioneer Publishing

Director Guerra covered the two tradeshow that the CVB will be attending in the next few months:

- Attending 2 Trade Shows
 - IPEC-Independent Meeting Planners; in San Antonio, TX - April 2014
 - Keels in Wheels- (Car & Boat Show); in Seaport Texas - May 2015

II. MCVB Positive Publicity Valuation in January 2013

- Print/On-line/TV – Total Impressions: 383,346
- Ad Value: \$5101
- PR Value: \$13,353

III. Website Analytics:

- Total visits: 1712
- Page views: 7001
- Unique Visitors: 1516
- Total Lifetime Website Visits: 36,477
- Total Lifetime Page Views: 127,400
- Total Lifetime Unique Visitors: 30,006

IV. MCVB On-Line/Social Media/Blog/App

- MCVB Blog – 16,851
 - January reads-379
 - 115 views
 - 39 customer leads
 - \$12,872 revenue estimate/value
- Twitter followers – 2,356 Tweets: 3,529
- Facebook likes – 2536 likes
 - New Likes in January: 48
 - 28 Day Total Reach: 102,173
 - 28 Days Organic Reach: 46,880
 - 28 Days Engaged Users: 21,165
 - 28 Day Total Impressions: 868,027

The meeting was adjourned at 8:35 a.m.

Sharon Dill
MCVB Marketing Committee Chair