

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

December 6, 2010

The MCVB Board met for a Regular Meeting at the Comfort Suites located at 1590 N. Central Expressway. Present were: Directors Ian Dockrill, George Lodge, John Rattan, Angie Bado, Trae Gardner, Erica Tate, Colleen Via-Friend, Michael McEntire, Doc Vranici, and guest MCDC Board member Dan Hall. Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, Tourism Sales Manager Dee-Dee Villanueva and Communications Manager Beth Shumate. Absent were City Finance Liaison Jason Weeks and City Council Liaison Ray Ricchi.

Call to Order

Director Dockrill called the meeting to order at 3:03 PM. Director Dockrill thanked the Comfort Suites for use of their establishment and also welcomed guests.

Introductions

10-078

Director Dockrill acknowledged guest MCDC board liaison Dan Hall and moved to the next item on the agenda.

Approval of Minutes of the October 25, 2010 , Regular Board Meeting

10-079

Director Dockrill asked for a motion to approve the minutes from the October 25, 2010 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.

Consider/Discuss/Act – Reconfirm Board Officer Appointments

10-080

Director Dockrill advised board members that there were a few articles from the MCVB by-laws that needed to be addressed. He asked board members to review Article 4, Section 6C and Article 5, Section 5, in which board members are required to appoint a secretary. Director Dockrill stated that the board assigns staff members to record and write minutes and that this role would be more of a ceremonial role. Director Lodge made a motion to accept Director Via-Friend's offer to serve as Secretary in addition to her duties as Treasurer. Director McEntire seconded. Director Via-Friend's appointment to the ceremonial position and vote was unanimous. Director Dockrill also discussed Article 6, Section 4B of the bylaws asking the board for a motion to designate Executive Director Bays to handle check requests and monetary deposits on behalf of the board. Director McEntire made the motion with a second by Director Rattan. All were in favor with none opposed. No further action needed.

Committee Reports

10-081

Marketing Committee – The Marketing committee had not met; however, Director Gardner reviewed ad placements over the past few months, as well as upcoming ads that will be placed in various publications. Director Gardner also updated board members of upcoming marketing efforts and promotional trade shows in which the CVB will participate. Director Gardner addressed board members regarding the CVB having more representation at council meetings via citizens' comments. Director Dockrill encouraged board members to be more actively involved at future joint council meetings so that the CVB will and can make a bigger impact. Director Tate suggested that Executive Director Bayes submit a letter to council from the board requesting CVB involvement in the Gateway project. No further action needed.

Development – Director Tate left board meeting (at 4pm) and asked Executive Director Bayes to update board members on the project that involves Dr. Bob Ballard. Executive Director Bayes also advised board members that she met with Miles Prestemon, COO at Craig Ranch, to discuss potential tourism-related opportunities. No further action needed.

Finance – Director Via-Friend updated board members on the CVB budget, advising board members that September was a great month. Via-Friend also reminded board members that Tourism is economic development and that they should look at other cities’ tax information for confirmation. No further action needed

Consider/Discuss/Act –Cultural Tourism Coalition/Bloomin’ & Boomin’ Update **10-082**

Executive Director Bayes updated board members on the progress of Bloomin’ & Boomin’. Bayes stated the creative for the event is completed, and that the BloominAndBoomin.com website has been secured. Executive Director Bayes also reminded board members that the CVB is not covering the cost of the events; however the CVB will be available to help market them. No further action.

Consider/Discuss/Act - Discuss MCVB Bylaws **10-083**

Please see notes from section 10-080 – MCVB By-laws were discussed during same conversation.

Consider/Discuss/Act – TTIA Public Policy Forum Update, Unity Dinner/Converge on the Capitol **10-084**

Executive Director Bayes updated board members on information she obtained from the TTIA Public Policy Forum, stating that tourism advertising has a \$7.68 ROI. Bayes also advised that the State of Texas is looking at cutting the Main Street, Texas Lakes Trails, & History programs in order to cut the State’s budget. Executive Director Bayes asked board members if they would like to attend the TTIA Unity Dinner that will be held on February 22, 2011, Bayes also stated that on February 23, 2011 various tourism organizations are going to converge on the Capitol and the goal is to have 1,000 people at the capitol showing support for the tourism industry. No further action needed.

Consider/Discuss/Act – Director’s Report on Existing Projects, Initiatives and Events **10-086**

Executive Director Bayes distributed a staff report to board members. Bayes highlighted that Doug Harmon, of TTIA spoke at the Leadership McKinney class; this class has taken on tourism projects as their group project. No further action required.

Citizens Comments **10-087**

MCDC board member Dan Hall updated board members that CDC has tabled the Flour Mill project at this time and they had voted down the Natatorium. There were no other citizen’s comments.

ADJOURN

There being no further business, Director Dockrill moved for a motion to adjourn. Director Bado made the motion and Director Rattan seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 4:55 p.m.

Ian Dockrill Date
Board Chair

The next scheduled MCVB Board meeting will be held Monday, January 24, 2011 at 3:00 p.m.; Quality Inn 1300 N. Central Expressway, McKinney TX 75069