



**To:** MCVB Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** May 24, 2016  
**RE:** McKinney CVB March 2016-Staff Report

### **Goal 1 Operational Excellence**

#### **Strategies:**

- **Develop and maintain a customer service oriented organization culture that emphasizes continual quality of life improvement throughout the city**
  - Vanesa- Thank you letter note from Robin Carafoil (Real Estate Agent)

#### **Events: 3**

- Hotel Association:
  - Fish training ( Dee-dee & Vanesa)
  - Quarterly Meeting (Dee-dee & Vanesa)
  - Networking Top Golf (Dee-dee & Vanesa)

#### **Webinars: 0**

### **Goal 2 Financially Sound Government**

#### **Strategies:**

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**

#### **Tradeshows/Missions: 1**

- DFWAE (Dallas –Fort Worth Association Executives) A-DAY: Arlington, TX

#### **Hot Tax Collections: March 2016 – Sales Report**

**SMERF Totals: (completed in March 2016) TTL Room Nights: 621, TTL Rev: \$77,941**

#### **Weddings:**

- Woodruff Wedding: Sheraton – 9 Room Nights, TTL Rev \$1107
- Stoner Wedding: Grand Hotel – 40 Room Nights, TTL Rev: \$ 6210, 1 Comp room
- Raboy/Boswell Wedding: Grand Hotel
- Mallory Meyer Wedding: Holiday Inn – 33 Room Nights, TTL Rev 3327
- Goodman Wedding: *pending info*

#### **Social Groups:**

- Federal Judges Group: Grand Hotel - 56 Room Nights, TTL Rev: \$ 6824

#### Education Groups:

- Destination Imagination: Hampton Inn – 55 Room Nights; TTL Rev: \$ 7700; Sheraton – 306 Room Nights, TTL Rev: \$39,474; Holiday Inn – 122 Room Nights, TTL Rev: \$ 13,299

#### Sports Groups: N/A

- MOM 2015 vs. 2014 ( 16 Hotels & 5 B&B/VRBO reporting)
  - February 2016: \$ 97, 581
  - February 2015: \$ 54,793
    - 68.85 %↑

#### Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 52

**Association: Attended DWAE A DAY over 100 Meeting Planners attended. Spoke to 40 planners.**

#### Corporate: Richardson, TX: 12

- Blue Cross & Blue Shield of Texas, Contact: Eileen Schuh-Planner said they stay in Richardson and have meeting space on site.
- Fossil, Inc., Contact: [fossilmail@fossil.com](mailto:fossilmail@fossil.com) send email to get planner info. Emailed on 3/23/16, no response.
- Cisco Systems, Contact: Niecey Burns al back for Site Visit: [nieburns@cisco.com](mailto:nieburns@cisco.com). Emailed Niecey on 3/24/16. Waiting on a date to schedule a site visit.
- Amdocs-Contact: Debbie Mayse: mail a hard copy and Debbie will get it out the sales kits to the admins.
- Towers Watson-Contact: Gayl Tobias. They stay in Richardson.
- Rockwell Collins-Contact: Shelly Hall [employeesservice@rockwellcollins.com](mailto:employeesservice@rockwellcollins.com) Shelly asked to email her info and that she would get it out to all the admins. Each admin plans for their dept.
- Lennox International, Contact: Kim Hentges-Outside of TX –to big will Email: [kim.hentges@lennoxind.com](mailto:kim.hentges@lennoxind.com) Kim asked me to send her an email with the Meeting Planner link- they are green.
- U.S. Oncology-Contact: Justina Carrol. Left message. Followed up 3/29/16 no response.
- Simplex Grinnell (TYCO): Contact: Jessica Parrott-Corporate Stay in Richardson and have meeting area on site.
- Avnet- Contact: Jeanine Flores-Moved into a new facility last June, training room on site: that has 140, Stay in Richardson. Sent email with link to meeting planner guide on our website. [Jeanine.flores@avnet.com](mailto:Jeanine.flores@avnet.com)
- Honeywell-Contact: Virginia Diaz-No meetings off site, have a facility that holds meetings. Stay in Richardson for room nights & dinner.
- Yahoo! - No answer

**SMERF: 0**

**McKinney Top 25: 3**

- Lone Star Reel Corporation-Met w/ Ramona Wilkerson. No meetings. Left a sales kit just in case they ever need anything.
- Erchonia-Spoke to Rebekah Eccles. Company is relocating to Florida in September 2016.
- Popular Ink-Met w/ Dru & Karen Reiss. Asked for Corporate rates @ Hampton, Grand, & Sheraton. Dru asked me to help him with an evening reception for some CEO'S he has to host in August.

**MCVB Calendar of Events 2015-2017: 4 New**

Month	Group	Venue	Room Nights	Attendees
<b>October</b>				
10/3-7/16	Emerson	Sheraton	90	30
10/2016	Cornerstone Health	Sheraton	150	175
10/23-26/2016	Texas State University-Texas School Safety Center (SW Showcase)	Sheraton & Collin College Higher Ed. Bldg.	240	250
10/2016 or 11/2016	Texas Association of Assessing Officers ( SW Showcase)	Sheraton & Holiday Inn	55	40
<b>November</b>				
11/2016	Cornerstone Health	Sheraton	150	175
11/2016-SW Showcase	Texas Association of Assessing Officers-Fall Leadership Meeting Site Visit w/ Planner (5/13 &14/16)	Sheraton-2 days	55	35
11/16/2016	Collin County Association of Realtors- Installation Ceremony	Piazza on the Green/Trolley	350	0-using Wingate in Frisco, TX
11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
Month	Group	Venue	Room Nights	Attendees

<b>December</b>				
12/5-8/16	Emerson	Holiday Inn	36	18
12/12-18/16	Emerson	Holiday Inn	36	18
<b>January</b>				
1/6-7/2017 DFWAE	Texas Association of Sports Annual State Meeting- Michael Fitch- Lost Business	City Wide- No availability in the Collin College Conference Center (McKinney, Frisco, or Plano; not able to accommodate	150 400	250-Softball 650-Baseball
<b>February</b>				
2/2017- TX Connect	Texas Association of Counties-Lost To Graham & Glen Rose, TX	Sheraton	50	35
<b>March</b>				
<b>April</b>				
4/25-28/17	Emerson	Sheraton	90	30
4/2017	Civil Court Process- Bid won	Sheraton	300	120
<b>May</b>				
5/6-8/2017	Strikes Against Cancer	Craig Ranch, Towne Lake, Gabe Nesbit, Mouzon, North Park, Triple Creek Academy & McKinney ISD- fields	2014:118 2015:142	510 teams 50,000 attendees
5/7-8/16	Vintage Market Days	Myers Park	30	8000 (weekend)
5/13-14/16	Tae Kwando Tournament (Vasquez facility)	Townplace Suites	2015:7 2016:15 (Referees)/Hotels the planner is wanting to use are sold out this weekend for attendees	250 attendees
5/21/17	Polonia Festival	Myers Park	N/A	2017: 1500
5/28/16	Bike the Bricks	Downtown McKinney	2014: 0 2015:19	2014: riders: 550; attendees: 8,000

				2015: 600, 9,000
May 2016 (dates not determined)	U-90C Soccer Tourney	Craig Ranch	2014:93 2015:45 (McKinney did not have enough hotels rooms due to another tournament)	2014: teams: 15 attendees:1000+ 2015: teams: 20 attendees:1000+
<b>June</b>				
6/10-12/16	Lynn Varnell	Gabe Nesbit & Craig Ranch Soccer	300	300 Teams/2000- 3000 attendees
6/3-5/16	Analysis Group Team Building Event (Dallas)	Was looking for information: hotels, things to see and do	Sheraton	10
6/6-9/16	Emerson	Holiday Inn	36	15
6/13-16/16	Emerson	Holiday Inn	36	15
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/11-14/16	Triple Crown Softball	Craig Ranch, Gabe Nesbit, Towne Lake	2014:281 2015:209	
<b>July</b>				
<b>August</b>				
8/2016	Miniature Book Society	Sheraton	50	100
<b>September</b>				
9/2016	Fortium-National Partner Meeting	Sheraton & Holiday Inn	75	75
9/2019	Texas Society of Anesthesiologists (SW Showcase- Lost Business- Need lots of space for Exhibitors- only want to be in one hotel)	N/A	1160	250

Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Rat & Rod Show (Tupps Brewery)
- Home for the Holidays
- Ghost Walk
- 4<sup>th</sup> of July Parade

- Holiday Home Tour
- Dinosaurs Live!
- Living History Days
- Collin County Historical Society Museum
- Halloween at the Heard
- Second Saturday
- ORLY- Old Red Lumber Yard
- Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- Farmers Market
- State of the City of McKinney Volunteer McKinney
- Chamber Community Awards
- Pumpkinville at Tucker Hill
- Sanctuary (Adriatica) Events
- Franconia Brewery Tour
- Tupps Brewery Tour
- Heritage
- Whales Manor Music Under the Stars
- City wide weekend events/concerts
- All MPAC Events

**Visitors:**

- **FYTD Total (October '15 –September '16): 694**
- March Total: 243
- Out of State: 116
- Out of Country: 21
- Texas Residents: 65
- McKinney Residents: 41

**Day Trips: 0**

**Made in McKinney Store Revenue:**

- Sales for March 2016 \$ 1017.99
- Sales for March 2015 \$ 896.27
- MOM up by 13.58%

**RFP Rec'd-1**

- Texas Association of Sports Officials-DFWAE Combined softball & baseball: Jan 6-7, 2017; Annual State Meeting-Michael Fitch (attendees: 650 baseball 250 softball). No availability in the Collin College Conference Center (McKinney, Frisco, or Plano; not able to accommodate.

### Site Visits: 1

- Dairy Practices Council-Board Meeting 2018

### SMERF (Social, Military, Religious, & Fraternal)

**New Prospects:** Bold & *Italic* indicates new business: 23 Weddings (6-New), 0- Day Trip (0 new), & 1 Sport (0 new)

#### **New & Ongoing Prospects: *Italic* indicates new business**

- April Goodman Wedding – March 2016
- Raboy/Boswell Wedding – March 2016
- Megan Ellis Wedding – April 2016
- Lindsay Lee Wedding – April 2016
- Samiya Akram Wedding – April 2016
- Natali Martinez Wedding – April 2016
- Chris Caffareal Wedding – May 2016
- Analysis Group Team Building Event – June 2016
- Patke Wedding – June 2016
- Lynn Varnell – Soccer Tournament – June 2016
- Summer Graham Wedding – June 2016
- Cannella/Eisenhart Wedding – June 2016
- Dana Pense Wedding – June 2016
- Anders Wedding – July 2016
- Alvarado Wedding – July 2016
- Geotz/Ruminski Wedding – July 2016
- Gina Roll (MOB) Wedding – August 2016
- Stanlely Wedding – September 2016
- Oscar Butos Wedding – Sept 2016
- *Walker Wedding – May 2016*
- *Jennings Wedding – June 2016*
- *Spunck/Ryan Wedding – July 2016*
- *Namey Wedding – September 2016*
- *Tavera Wedding – September 2016*
- *Stoner Wedding – October 2016*

### Goal 3 Enhance the Quality of Life in Downtown:

#### Strategies:

- Continue to highlight Downtown McKinney as a unique destination.
- Continue efforts to expand entertainment, dining, & shopping options.

**Newsletter Email Database (Robly) TTL: 32.5 % average open rate (December)**

### Bags Serviced: 270 Bags/Promotional Items Provided in March

- 150 – American Legion

- 60 – Siebert Wedding – April 2016
- 35 - Federal Judges
- 25 – Woodruff Wedding – March 2016

### **Mailing Leads Processed: March 2016 Leads Processed: 2808**

#### Top Five Sources:

- Tour Texas -273
- Southern Living-28
- Texas State Travel Guide-47
- See Texas First-304

### **Advertising/Marketing/Media**

Created/submitted materials (photos and text) – new this month

- Blogs
  - **Bed & Breakfasts: 14** (in addition to the 150 last month!)
  - [McKinney's Historic District, Then and Now: - 126](#)
  - **Easter Sunday Brunch Offerings: 116**
  - **Texas Wildflowers & Spring Gardening: 32** (new last week)
- Submitted photos and text:
  - New photos for Quinciañera refresh ad
  - Sestercentennial press release (after revising it for Angie Bado)
  - Revised online text for 2016 Texas Tour & Meeting Guide
- Ads created and submitted in March
  - Daytripper April newsletter piece – banner and text
  - **Pandora banner ads and script/sweepstakes (runs April 1, 2016- May 9, 2016)**

### **Photos Representing MCVB**

Took photos at the following events/venues to post on Facebook:

- Canning at TUPPS Brewery
- Bonnie Wenk Park – Spring shots
- March specials in Made in McKinney store (for Facebook)

### **Meetings/Events Attended:**

- Monthly Strategy Meeting
- Steering committee meeting for Sestercentennial
- MCVB Board meeting

### **SOCIAL MEDIA TRACKING**

#### ***Facebook tracking***

- “Likes”: 4615 (95 new likes)
- 28 Day Engaged Users: 45,697
- 28 Day Total Reach: 490,000
- 28 Day Total Impressions: 2,541,203
- Paid Reach Impressions (Sestercentennial/Made in McKinney Store promoted): 59,392

#### **Twitter**

- Followers: 3770 (59 new ones)



- Tweets: 4963
- Tweet impressions: 16.6K (down 11.4%)
- Profile Visits: 201
- Mentions by other users: 10

#### Blog Views on WordPress:

- 308 reads
- Lifetime views: 29,877
- Lifetime Visitors: 14,774

#### YELP

- 16 views
- 6 website visits
- 12 months – 136 views/29 website visits
- 24 months – 274 views/62 website visits

#### Google+ Page/YouTube

- Google+ - Page views: 8,062 (up 628 from last month!) – 17 followers
- YouTube Channel: 1,415 Views/9 subscribers

#### WEBSITE ANALYTICS

- **Total Website visits: 2558** (280 more than last month)
- **Page Views: 15,201** (2236 more than last month!)
- **Unique Visitors: 2,022** (128 more than Feb.)
- **Total Lifetime Website visits: 103,151**
- **Total Lifetime Page Views: 444,278**
- **Total Lifetime Unique Visitors: 87,510**

#### Top 25 Pages in March 2016

**(Note there are 3 blog entries again in the top 25 – the Madi Davis one is still showing up after MONTHS!)**

Page	Page view's	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	2,737	1,153	0:00:24	1,118	3.49%	18.05%
Calendar	885	361	0:00:32	303	0.66%	17.51%
Explore	515	188	0:00:16	6	0.00%	6.99%
Calendar	416	150	0:00:21	10	0.00%	7.21%
Events	270	106	0:00:11	6	0.00%	4.44%
Visitors Guide	266	107	0:00:30	9	0.00%	19.17%
Attractions	249	111	0:00:46	3	0.00%	14.06%
Stay	227	82	0:00:12	8	0.00%	3.08%
Staff Directory	206	80	0:00:27	16	0.00%	17.96%

Dining & Nightlife	186	75	0:00:26	18	0.00%	16.13%
<b>Blog - Voice Aud.</b>	<b>185</b>	<b>71</b>	<b>0:00:45</b>	<b>69</b>	<b>1.45%</b>	<b>37.84%</b>
Dining	178	60	0:00:07	3	0.00%	4.49%
Shopping	164	67	0:00:23	10	0.00%	23.17%
About MCVB	158	66	0:01:39	44	0.00%	30.38%
Unique Venues	153	70	0:01:17	2	0.00%	9.15%
About McKinney	152	63	0:00:34	4	0.00%	18.42%
Shopping	148	67	0:00:13	42	0.00%	35.81%
Unique Venues	135	49	0:00:44	4	0.00%	14.81%
<b>Hist. Dist. Blog</b>	<b>126</b>	<b>54</b>	<b>0:00:37</b>	<b>45</b>	<b>0.00%</b>	<b>34.92%</b>
Hotels and Motels	126	58	0:00:39	0	0.00%	16.67%
Attractions	118	48	0:00:41	2	0.00%	7.63%
<b>Easter Brunch Blog</b>	<b>116</b>	<b>55</b>	<b>0:00:35</b>	<b>49</b>	<b>0.00%</b>	<b>41.38%</b>
Weddings & Rec.	114	50	0:00:22	42	2.38%	9.65%
Plan Next Meeting	112	62	0:00:21	48	4.17%	41.07%
Uniquely McKinney	104	49	0:00:26	8	0.00%	14.42%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
United States	2,402	74.06%	1,779	2.41%	6.11	0:02:28
United Kingdom	22	90.91%	20	22.73%	2.5	0:00:18
Canada	15	73.33%	11	6.67%	5.6	0:03:52
Philippines	15	40.00%	6	0.00%	5.6	0:02:50
Germany	12	75.00%	9	0.00%	2.17	0:00:02
(not set)	10	50.00%	5	50.00%	1.7	0:00:52
Italy	6	100.00%	6	0.00%	2	<00:00:01
Russia	6	50.00%	3	83.33%	1.17	0:00:00
Bulgaria	5	20.00%	1	0.00%	2.4	0:00:04
Brazil	5	100.00%	5	40.00%	2.4	0:00:21

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
Texas	1,541	72.42%	1,116	1.04%	6.62	0:02:51
New York	132	87.88%	116	9.85%	4.22	0:00:41
California	83	73.49%	61	3.61%	5.01	0:02:03

Tennessee	78	28.21%	22	2.56%	4.56	0:03:29
Illinois	52	57.69%	30	7.69%	3.04	0:01:04
Oklahoma	49	85.71%	42	0.00%	7.22	0:01:51
Virginia	48	95.83%	46	4.17%	4.25	0:00:19
Florida	46	65.22%	30	10.87%	6.39	0:02:07
Kansas	33	81.82%	27	6.06%	4.73	0:01:45
Georgia	28	50.00%	14	7.14%	4.64	0:01:07

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs./Visit	Avg. Visit Duration
McKinney	592	56.08%	332	1.18%	6.97	0:03:01
Dallas	187	80.21%	150	0.53%	5.74	0:02:32
Plano	95	85.26%	81	1.05%	4.98	0:01:46
Frisco	68	73.53%	50	1.47%	7.97	0:03:44
Houston	46	86.96%	40	2.17%	6.54	0:02:02
Allen	43	93.02%	40	2.33%	7.4	0:02:58
Fort Worth	28	92.86%	26	0.00%	4.57	0:01:18
Austin	27	88.89%	24	3.70%	7.93	0:02:55
North Richland Hills	25	12.00%	3	4.00%	4.64	0:00:49
Irving	18	94.44%	17	0.00%	7.44	0:02:21

**ADVERTISING Website & Publication ROI Tracking:**

Scans of QR codes/using redirect URLs in our ads:

- Maharani Weddings website – 16
- Quinciañera page – 44
- Meeting Planner page from QR code scan: 48
- Multiview Behavioral Marketing Campaign (web hits) - 592

**March 2016 Media Coverage:**

**Courier-Gazette** (Published online version of MCVB Weekend Update each week)

- (Online) Ad Value: \$1600
- PR Value: \$4800
- Impressions: 49384

**Sestercentennial Press Release**

**McKinney Online**

- (Online) Ad Value: \$1800
- PR Value: \$5400
- Impressions: 75,000

**North Texas E-News**

- Online Value: \$240
- PR Value: \$720
- Impressions: 60,000

**TOTALS Media Values for MARCH 2016: - free positive publicity/press generated by MCVB**  
**TOTAL PRINT/BROADCAST VALUE: \$21,592**  
**TOTAL ONLINE AD VALUE: \$3640**  
**TOTAL PR VALUE: \$10,920**  
**TOTAL Impressions: 184,384**



## March 2016 Multi-Media ROI Report McKinney CVB

Thank you for making TRIPinfo your Next Generation Marketing Partner! Our audience is Group + Tour + Agent + Meeting + Religious + Reunion + Event + Sport + Student + Wedding + International Planners. Traffic is filtered to remove search engine spiders, bots & page requests not fully transmitted.

INVESTMENT	CURRENT MONTH	CAMPAIGN TO DATE
12-Month Wide Skyscraper w/Video on TX Dining, TX Shopping & TX Meetings + 8 Text Ads on Market, Tables, Tour Index & Video Index + 1/4-Page Ad Each Issue of Quarterly Digital Magazine + Newsletter Features Campaign Start 10/2015; \$9,120 Annual Buy	\$760	\$4,560

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	630	3,664
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	3,056	8,722
TRIPinfo Quarterly Digital Magazine	528	32,293
<b>Total Impressions</b>	<b>4,214</b>	<b>44,679</b>

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	40	323
<b>Click-Thru Rate</b>	<b>1.09%</b>	<b>2.61%</b>

WHY CLICK-THRU RATE (CTR) IS IMPORTANT

Travel Display Ads average CTR = 0.07%. **Your TRIPinfo.com CTR is 37 times the industry average.** Many marketers budget Cost-Per-Thousand (CPM) of Ad Impressions, assuming the industry average Click-Thru Rate. But if a medium delivers 37 times the industry average CTR, that same multiplier should apply to the CPM budget for an Engaged Audience!

TRAVEL PROFESSIONALS SPEND MORE TIME HERE THAN ANY TRAVEL SITE

~123,000 travel professionals book \$222+ billion/year in group/volume bookings. An average 1 in 4 use TRIPinfo.com to plan. ~30,000 TRIPinfo.com pros book \$50+ billion/year... \$1,500,000+ average each! **A click from a TRIPinfo.com travel pro has buying power up to ~375 times more than consumers,** who spend < \$4,000/year for family vacations. Multi-media impressions boost CTR!

TRIPinfo.com utilizes respected web analytics from multiple sources:  
Alexa, Comcast, Compete, Quantcast & Google Analytics.



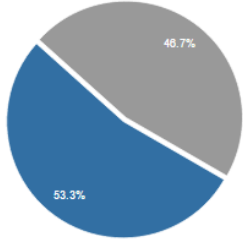
- **MultiBehavioral Campagin: LEADS (Multi-view)-7**
  - North Central Ohio Computer Cooperative
  - Quidbids
  - CMTS Inc.
  - Endoscopy of El Paso
  - Rise Residential Construction
  - TruPoint Communications
  - WITopia Inc.

675,000  
Impressions Purchased

360,095  
Impressions Served

258  
Clicks

### Impressions Usage



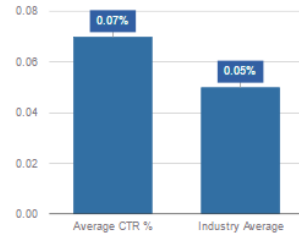
● Served Impressions ● Remaining Impressions

### Impressions Served

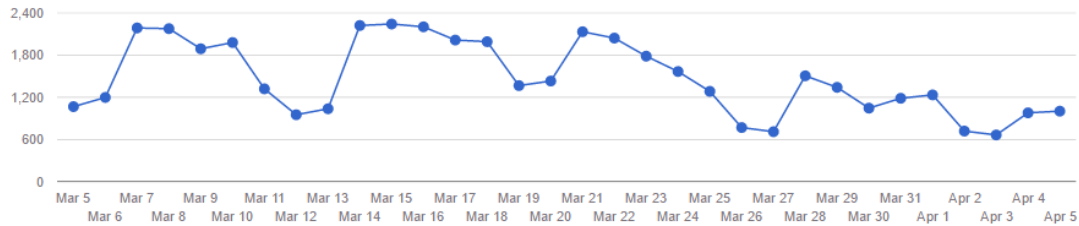
360,095 53.3%

### Impressions Remaining

314,905 46.7%



### Impressions Served - Last 30 Days



### Clicks - Last 30 Days



### Top 5 McKinney Hotels February 2016 Occupancy Rates:

Comfort Inn 77.45 %  
Hampton Inn 96.77 %  
Holiday Inn 83.73 %  
La Quinta 63.86 %  
Sheraton 71.58 %

### Sheraton Occupancy Rates FY 14-15:

- Mar. 2015: 24.60 % (Had three days of tax in Feb. paid in March)
- Apr. 2015: 39.29 %
- May 2015: 50.47 %

- Jun. 2015: 69.70 %
- Jul. 2015: 75.60 %
- Aug. 2015: 56.22 %
- Sept. 2015: 56.43 %

**Sheraton Occupancy Rates FY 15-16:**

- Oct. 2015: 67.28 %
- Nov. 2015: 61.35 %
- Dec. 2015: 69.24 %
- Jan. 2016: 61.62 %
- Feb. 2016: 71.58 %

**LOST BUSINESS- 2**

- Texas Association of Sports Officials-DFWAE Combined softball & baseball: Jan 6-7, 2017; Annual State Meeting-Michael Fitch (attendees: 650 baseball 250 softball). No availability in the Collin College Conference Center (McKinney, Frisco, or Plano; not able to accommodate).
- Texas Association of Counties- Hailey Click (TX Connect)-4 Quarterly Meetings 30 attendees-February 2017;Lost to of Graham TX and another outside of Glen Rose ( Rough creek Lodge).