

## **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

### **Development Committee Meeting**

**May 14, 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 14, 2014 at 2:00 p.m.

Attendees: Board Members: Doc Vranici, & Steve Conlin.

Staff: Director Dee-dee Guerra

The Development Committee Meeting was called to order at 2:10 p.m.

Discussion Items:

Brainstorm on ways to spend the Fund Balance:

Director Conlin proposed the question, do we need to hone in on a more focused message for tourism in McKinney? He also proposed that the MCVB fund a study to validate assumptions and/or discover new information regarding the following demographic and psychographic (values, lifestyles, attitudes, and tastes) items:

1. Who is staying in our hotels and why (leisure, corporate, government, group or individual)?
2. Where are they coming from?
3. How can we get more of these types of people to come to McKinney?
4. How do we reach them?

The objective of the study is to gather more accurate and up-to-date information that will assist MCVB staff to target promotional and advertising spending more effectively.

Director Guerra was tasked to consult with other CVB's to see if they've done similar studies, and if so, their methodology, who they selected to conduct the study, the cost, and whether the findings helped them focus their advertising and promotion more effectively.

Director Guerra was also tasked to consult with our hotels to see what demographic information they can pull from their systems, and what they might share with the MCVB. Director Guerra mentioned that hotels are reluctant to share information with the MCVB, so a third party conducting the research, providing anonymity and confidentiality might be important.

The meeting adjourned at 3:00 p.m.

Doc Vranici

MCVB Development Committee Chair