



TITLE: Consider/Discuss/Act on a Resolution Amending the McKinney Convention and Visitors Bureau Bylaws

MEETING DATE: April 16, 2013

DEPARTMENT: McKinney Convention & Visitors Bureau

CONTACT: MCVB Interim Executive Director, Dee-dee Guerra

RECOMMENDED CITY COUNCIL ACTION:

- Approve Proposed Amended McKinney Convention and Visitors Bureau Bylaws.

ITEM SUMMARY:

- Revised McKinney Convention & Visitors Bureau bylaws

BACKGROUND INFORMATION:

- MCVB Bylaws have not been amended since 2007
- Revisions include:
 - Addition of retail component to the MCVB
 - Combination of the Secretary/Treasurer board position
 - MCVB Board candidate qualifications

FINANCIAL SUMMARY:

- The revenues generated with the addition of retail to the MCVB will allow staff members to invite/host travel writers which will assist in promoting McKinney in various publications.

BOARD OR COMMISSION RECOMMENDATION:

- Board of Directors for the McKinney Convention and Visitors Bureau approved the Bylaw changes at their meeting on April 8, 2013.