

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

MARCH 25, 2014

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia, McKinney, Texas on March 25, 2013 at 7:30 a.m.

Board Chair McEntire called the McKinney Convention & Visitors Bureau board meeting to order at 7:31 a.m.

Board members present: Michael McEntire, Erica Carver, Steve Conlin, Sharon Dill, Carrie Alfieri, Leslie Warren, Sally Huggins, and Hal Harbor.

Absent: Shqiprim "Doc" Vranici, Executive Director Dee-dee Guerra and Tourism Representative Vanesa Baggett.

Staff: Communications Manager Beth Shumate and Staff Assistant Sue Davis

Guests: Councilman Randy Pogue, City of McKinney Finance Director Rodney Rhoades, City of McKinney Finance Budget Manager Mark Holloway, and Main Street/MPAC Director Amy Rosenthal.

14-302 Minutes of the McKinney Convention & Visitors Bureau Board Meeting of February 25, 2014. Board members unanimously approved the motion by Board member Leslie Warren, seconded by Board member Sharon Dill, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Board Meeting of February 25, 2014.

14-303 Crape Myrtle Trails Presentation - Phil Wheat of the Crape Myrtle Trails organization gave a presentation.

14-304 Consider/Discuss Proposed Supplemental Request for Budget FY 14-15. Board member Conlin discussed the supplemental budget items and addressed the proposed budget provided by Executive Director Guerra. Conlin stated the budget warrants more discussion and further development by the staff.

14-305 Board and Liaison Reports.

Directors Report: Staff member Shumate reviewed Executive Directors

staff report with board members highlighting leads processed, visitor counts and hotel room nights during the month of February.

Marketing/PR Committee Report: Board member Dill discussed Austin Road Tripping and WFAA. Dill also advised board members of the Will & Crystal Yates watch party at MPAC and the upcoming Strikes Against Cancer ball tournaments that will take place the first weekend in May. In addition Board member Dill updated board members about the Kiosks in Dallas that we are participating in, which will promote living, working and playing in McKinney. They will be up during the NCAA tournament.

McKinney Chamber of Commerce: Staff member Shumate reported on the activities that the Chamber has planned over the next few weeks, highlighting the Top 20 Women in Business, Small Business Tax Center, Benefits & Breakfast and Crawfish Boil.

MPAC/Main Street: MPAC/Main Street Director Rosenthal updated board members of upcoming events including Beatle Mania, Arts In Bloom, WHAM, the Crawfish Boil, Bike the Bricks and the Will & Crystal Yates watch party. Rosenthal also stated they are in discussions with Bien Salsa and the City about setting up a Cinco De Mayo street celebration in May.

There were no citizen comments.

Councilman Pogue discussed the City Manager's position and said there were no changes at this time in the status. Pogue also informed board members that TAPS is developing new routes which will include a route from Gateway to Downtown.

Board chair McEntire adjourned the MCVB board meeting at 8:51 a.m.

Michael McEntire
Chair