

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**MAY 26, 2020**

The Visit McKinney Board met in regular session via Zoom Teleconference on May 26, 2020 at 8:30 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Jim Bressler, Connie Gibson, Sally Huggins, Bryan Perkins

Alternate Members Present (non-voting): Tamra Gaines

Absent: None

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Sales Manager Marie Woodard, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, and MCDC Board Liaison John Mott

#### **CALL TO ORDER**

Board Chairman Perkins called the meeting to order at 8:40 a.m. upon determining a quorum was present. Perkins greeted everybody in the room by name and noted that nobody from the public was in attendance and there were no citizen comments.

#### **CONSENT ITEMS**

**20-0423** Minutes of the Visit McKinney Board Meeting of April 28, 2020

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Connie Gibson, to approve and refer the minutes of the Visit McKinney Board Meeting of April 28, 2020 to City Council.

#### **REPORTS**

Board Chairman Perkins called for Board and Liaison updates.

**20-0424** Board and Liaison Reports City of McKinney MEDC MCDC McKinney Main Street / MPAC Visit McKinney Finance Committee Visit McKinney Marketing Committee

City of McKinney – City Manager Paul Grimes explained the different new federal grant funds the City is currently receiving through the County and looking to distribute to eligible participants. Grimes gave an update on the conclusion of the McKinney Strong Program Phase One and previewed that a possible Phase Two of that Program is being discussed at the City Council work session next week. Grimes talked about the four-phased approach to re-opening the City to resume normal operations in accordance with the Governor's orders and mentioned the One Heart McKinney Program, which is a grassroots organization that distributes money to non-profit organizations. Grimes answered a question by Board Member Dell'Antonia regarding the panel that makes the grant approval decisions on the different programs. Board Chairman Perkins inquired how the City anticipates the revenue shortfalls and how this will affect the budgeting process. Grimes explained the difficulties associated with these unprecedented predictions and what the City anticipates regarding the short-term sales tax revenues and the longer-term property tax revenues.

MCDC – MCDC Board Liaison John Mott referred to City Manager Grimes' explanation of the different grant programs as he already covered the emergency relief package the City has put together in conjunction with MCDC. Mott praised Assistant City Manager Flom and her staff for getting the program started, reviewing the applications and getting the money distributed quickly. Mott asked to refer to MCDC President Schneible's report, reminded that the Project Grants will be voted on at Thursday's MCDC Meeting and that the second cycle of the Promotional and Community Event Grants are open until May 29, 2020.

MEDC – No representatives from MEDC were present, Board Chairman Perkins asked Board Members to refer to the respective attached report.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal highlighted the Dine-Out, a downtown picnic this past Saturday, the Better Block in a Box that Rosenthal is hoping to get grant funds approved for at this Thursday's MCDC Meeting, and gave an overview of how the upcoming summer concert series might look considering the social distancing guidelines that are still in place. The eight oversized steel butterflies commissioned through a grant from the Texas Commission of the Arts will be installed throughout

downtown in the Cultural District on the targeted date of June 13, 2020, the Juried Art Show pieces will arrive next weekend at MPAC (a virtual opportunity was available) and Rosenthal is hoping to slowly opening events in accordance with the Governor's orders. The McKinney Strong T-Shirt Campaign is wrapping up strongly, the third neon sign has been installed, the Light Up Louisiana Construction Project from Church to Kentucky Street is scheduled to finish in August and Main Street is working with SBG Hospitality on a Sip and Stroll Series downtown, starting with a Craft Beer Walk on June 20, 2020. If the City Council approves it at the upcoming meeting, restaurants would be able to provide alcoholic beverages to-go, and open containers in downtown would be permitted, adding an extra selling point to events like this. Rosenthal ended by explaining how a reversed Fourth of July Parade, currently in the planning stages, would look. Rosenthal answered Board Member Dell'Antonia's question about the amount of COVID-19 related closures of restaurants and stores in the downtown area to date, explaining how merchants are adjusting to the COVID-19 situation and re-enforcing that McKinney's downtown is open for business.

City of McKinney – City Manager Paul Grimes circled back to an earlier discussion regarding the revised COVID-19 case definition recently presented by the County at the Commissioners Court, taking into consideration probable positive cases as defined by CDC guidelines. Deloitte Consulting has been hired by the State of Texas to run a contact tracing program on behalf of the State. A discussion followed regarding the methodology of the reporting.

Visit McKinney Finance Committee – Board member Jim Bressler went through the operating statement and compared the numbers with the surrounding cities. Bressler highlighted the payroll savings, the savings in discretionary spending and mentioned that the revenue Year-to-Date is being strong for the first six months but is anticipated to drop off due to COVID-19. Bressler mentioned the re-opening of two previously closed hotels due to COVID-19 and the construction of a new limited service Hilton Property called "tru".

Visit McKinney Marketing Committee – Board Chairman Perkins asked Marketing Committee Chair Gamble to give her report in conjunction with the agenda item pertaining to the change of the grant documents.

REGULAR AGENDA

**20-0426** Consider/Discuss/Act on Changes to the Grant Documents

After a brief discussion about the calculation example of how many room nights an event brings in in relation to awarded grant amounts, Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Michelle Gamble, to approve the changes to the Grant Documents.

REPORTS (continued)

**20-0425** Executive Director's Report

Executive Director Dee-dee Guerra referred to her attached report, touching on an upcoming Zoom meeting with the Byron Nelson Executive Director and a potential move of the Arts in Bloom Festival to fall in line with a possible extended stay for the guests after the golf tournament. Guerra mentioned the upcoming McKinney ISD – Classic, a football tournament planned for August 28 and 29, 2020 with McKinney ISD high schools, two schools from Oklahoma, and one from Arkansas. A Drumline Battle is planned for August 8, 2020 at TUPPS Brewery to introduce the upcoming DCI Tournament which was cancelled for 2020 but will resume in 2021. Guerra congratulated Sales Manager Vanesa Rhodes for graduating from Leadership McKinney last week, thanked Staff Assistant Sue Davis for her hard work on the stimulus package with the City Team and thanked Communications Manager Beth Shumate for her extensive work on receiving the Music Friendly Designation for the City of McKinney.

CITIZEN COMMENTS

There were no citizens comments.

BOARD OR COMMISSIONER COMMENTS

Board Member Dell'Antonia reported on this year's success of his Homeowner Association's semiannual recycling event for paper and electronic equipment. The overwhelming response was attributed to citizens staying home during COVID-19 and cleaning out their attics and garages. Dell'Antonia informed that his neighborhood pools will open June 5, 2020, asking City Manager Grimes for an update on large outdoor

events in accordance with the Governor's orders and urging Grimes to move forward with the website proposal and funding.

ADJOURN

Board members unanimously approved the motion by Board member Bryan Perkins, seconded by Board member Jon Dell'Antonia, to adjourn the meeting at 9:42 a. m.

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BRYAN PERKINS  
Chair