

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

AUGUST 23, 2016

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia, McKinney, Texas on August 23, 2016 at 7:30 a.m.

After establishing a quorum was present, Board Chair Harbor called the meeting to order at 7:30 a.m.

Board members present: Hal Harbor, Cricket Killingsworth, Jennifer Estes, Wayne Hill, and Jim Bressler.

Absent: Sally Huggins, Bonnie Tinsley, and Melissa Moreno.

Staff: Executive Director Dee-dee Guerra, staff members Vanesa Rhodes and Beth Shumate.

Guests: MISD Superintendent Dr. Rick McDaniel, MISD Athletic Director Shawn Pratt, Valerie Little and Jennifer Frazier of the MISD Athletic Department, City of McKinney City Manager Paul Grimes, City of McKinney Mayor Brian Loughmiller, City of McKinney Director of Strategic Services Chandler Merritt, City of McKinney Sr. Financial Analyst Trevor Minyard, Main Street Director Amy Rosenthal, and MCVB Board liaison Michelle Gamble.

Board members unanimously approved the motion by Board member Wayne Hill, seconded by Board member Jim Bressler, to approve the following consent items:

- 16-852** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of July 26, 2016.
- 16-853** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of July 22, 2016.
- 16-854** Executive Director's Report – Executive Director Guerra reviewed the staff report she provided to board members highlighting July and third quarter HOT TAX revenue. Guerra also advised board members of both digital and print advertising campaigns the MCVB secured during the month of July.

16-855 Board and Liaison Reports

Chair Report – Board Chair Harbor discussed and reviewed the MCVB historical budget.

Finance Committee Report – Committee Chair Wayne Hill advised board members that the MCVB budget was tracking on target and the hotel occupancy was at 83%, up from YOY of 74%.

City of McKinney – Mayor Loughmiller advised board members that the boards and commissions appointments were made the previous evening. He also discussed that the city will have a lower tax rate this year over last year; however, the actual rate had not yet been determined. City Manager Paul Grimes advised board members that next rate hearing would be on September 6, 2016. Mr. Grimes also stated the adoption for the city budget is scheduled for September 20, 2016.

Main Street/MPAC – Main Street/MPAC Director Amy Rosenthal advised board members of upcoming events taking place at the McKinney Performing Arts Center. Ms. Rosenthal advised board members that Oktoberfest will be September 23-25 and invited all to attend.

MCDC McKinney – Board liaison Michelle Gamble stated at the next MCDC board meeting, the board would be awarding funds to grant applicants, advising they have received applications totaling just over \$59,000. Gamble also stated that the board would present updates to the 2016/2017 MCDC Strategic Plan.

Chamber of Commerce – MCVB Executive Director Guerra spoke on behalf of the Chamber, advising the Chamber would host a Welcome to McKinney event at Gather in Downtown McKinney for the new city manager, Paul Grimes. In addition, Guerra advised board members there would be a 9-11 remembrance ceremony at Boyd High School on September 11, 2016.

16-857 Consider/Discuss/Act on the Adoption of the FY 16/17 MCVB Budget.
Board members unanimously approved the motion by board member

Cricket Killingsworth, seconded by board member Jennifer Estes, to approve the Adoption of the FY 16/17 MCVB Budget.

- 16-856** Presentation & Update from MISD Athletic Director Coach Pratt on MISD New Stadium/Event Center. Athletic Director Coach Pratt gave a presentation on the new MISD stadium highlighting the issues that were being addressed for the new stadium: capacity, location, parking, concessions, and restrooms. Coach Pratt reviewed neighboring cities' seating capacities at their respective stadiums and also stated the community event center in the stadium will play host to various events.

Board Chair Harbor adjourned the meeting at 8:28 a.m.

HAL HARBOR
Chair