

VISIT MCKINNEY BOARD
STRATEGIC WORK SESSION
SEPTEMBER 14, 2021

The Visit McKinney Board met in strategic work session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, September 14, 2021, at 8:00 a.m.

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

Absent: Bryan Perkins

Alternate Board member absent: Tamra Gaines

Staff present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Rachel Tamez, Administrative Assistant Sabine Smith

Staff present for part of the meeting: Staff Assistant Sue Davis, City Manager Paul Grimes, City Council Liaison Justin Beller

Guests present: Stephen Powell with Destination Services, LLC, Timothy Miller

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:04 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items.

REGULAR AGENDA

21-0799 Presentation of the Destination Services, LLC Survey Findings

The entire work session was conducted under the guidance of Destination Services, LLC for the purpose of preparing a Strategic Plan for the MCVB/Visit McKinney. The work session was broken down into introductions, presentation of the survey results, and the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

There were no public comments regarding matters not on the agenda.

BOARD OR COMMISSIONER COMMENTS

There were no Board or Commissioner comments. Executive Director Dee-dee Guerra reminded all about the next regular board meeting, the Sign-Up genius for Oktoberfest, and Stephen Powell gave a brief outline of the next steps towards the final report.

ADJOURN

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to adjourn the meeting at 11:11 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by Visit McKinney board members on: _____.

CONNIE GIBSON
Board Chair

JIM BRESSLER
Secretary / Treasurer