

## **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

### **REGULAR MEETING**

**JANUARY 22, 2019**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W Virginia, McKinney, Texas on January 22, 2019 at 8:00 a.m.

Board members present: Board Chair Bryan Perkins, Vice Chair Connie Gibson, Secretary/Treasurer Julie Baublis, Jim Bressler, Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe.

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Administrative Assistant Cortney Marsh, and Staff Assistant Sue Davis.

Guests: City Manager Paul Grimes, Assistant to City Manager Trevor Minyard, Councilman Rainey Rogers, Chief Financial Officer Mark Halloway, MPAC/Main Street Director Amy Rosenthal, Dean Cimini, Kenneth Ussery, and Angie Bado.

Board Chair Bryan Perkins called the meeting to order at 8:04 a.m. after determining a quorum was present.

**19-0043** Board members unanimously approved the motion by Board member Julie Baublis, second by Board member Jim Bressler to approve minutes of the MCVB Meeting of November 13, 2018.

**19-0044** Dean Cimini provided a presentation about Drum Corps International (DCI), a non-profit organization that has expressed an interest in holding an event here in mid-July of 2020. DCI will be seeking assistance from the McKinney Independent School District, as well as community efforts including possible funding assistance from the MCVB. DCI is considering the MISD Stadium and Community Center as the venue for the event. The attendees would be coming from participants' home cities across the U.S. as well as across the region.

**19-0045** Board Chair Perkins called for the Executive Director's Report. Executive Director Dee-dee Guerra informed the board of the numerous

compliments shared from NCAA visitors and staff. Director Guerra has advised the board that we are awaiting information on hotel nights and other economic impact that she plans to share at our February meeting. Communications Manager Beth Shumate shared with the board her long-time efforts to get Daytripper Chet Garner to tape an episode in McKinney, after a co-op opportunity with MCDC, Main Street and City Communications was created with Chet promoting downtown McKinney. Ms. Shumate also informed the board of a girl's getaway weekend, where we hosted a group of female bloggers and their best friends. Results of these efforts will be shared at our February meeting. Ms. Guerra, took a moment to review the Destination Doctor's report and how we can implement these changes. Ms. Guerra advised the board that we are proceeding with these recommendations at this time and that a proposal will be discussed soon about adding a second salesperson to the team. Executive Director Guerra also presented to the board the MCVB collaboration with Main Street to combine the Visitors Guide and Downtown Shopper's Guide into one brochure.

**19-0046** Board Chair Perkins called for Board & Liaison Reports.

City of McKinney – City Manager Paul Grimes updated the board on the bond committee presentation at City Council on January 14, 2019. Board member Julie Baublis commented that the city needs to elevate the level of voter education for these bonds for more promising results. Board member Bressler requested an update on the planned hotel and resort at Craig Ranch. Mr. Grimes explained that this project is currently in the design stage and that MEDC has projects positioned to bring clients in for high-end hotels.

Main Street/MPAC – Director Amy Rosenthal shared with the board they had a successful Bridal Show over the weekend. The County is currently in the process of updating the master plan for the historic courthouse in order to receive a portion of the \$35 million grant by the Texas Historical

Commission. Funds will go to maintaining and preserving the building. City Manager Grimes asked about an article he read on Chefs and Artisans; Ms. Shumate provided details about this TV show Pilot.

Finance Committee – Board member Jim Bressler reviewed the financials through December, stating the 18-month trend of room occupancy is still ongoing. In November the average rate had dropped. The actual cause of the downward trend is unclear.

**19-0047** Board members unanimously approved the motion by Board member Julie Baublis, second by Board member Jon Dell'Antonia to approve the termination of the Lanio's contract with the MCVB February 28, 2019, and to enter into a new agreement with Jim Latino from Texas Monkey Business, effective March 1, 2019 - September 30, 2019. This contract will be reviewed in Aug/Sept of 2019 to verify renewal of contract.

Board Chair Perkins called for citizen comments; there were none.

Board Chair Perkins called for Board or Commissioner Comments: Jon Dell'Antonia requested an update on the two other hotels coming to McKinney. Ms. Guerra informed him of the three proposed locations. Board member Julie Baublis, thanked the MCVB staff for efforts with NCAA. City Manager Paul Grimes shared with the board the amazing exposure we received on ESPN. Dee-dee shared efforts to get the Sheraton to host one of the teams in December of 2019.

Board Chair Perkins adjourned the meeting at 9:40 a.m.

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Bryan Perkins  
Chair