

VISIT MCKINNEY BOARD

REGULAR MEETING

MARCH 30, 2021

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, March 30, 2021, at 8:00 a.m.

Some Board and staff members participated in this meeting from one or more remote locations via Zoom Teleconference to contain the spread of COVID-19.

Board members present in person: Jon Dell'Antonia, Jim Bressler, Connie Gibson

Board members present via Zoom: Michelle Gamble, Sally Huggins, Bryan Perkins

Absent: Vincent Vittatoe

Alternate member present in person: Tamra Gaines filled in for Vincent Vittatoe in a voting capacity

Staff present in person: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, MCDC Board Liaison Rick Glew, City Council Liaison Richard Franklin, and City Council Liaison Charlie Philips

Staff present via Zoom: Sales Manager Marie Woodard, MCDC President Cindy Schneible

Guests present via Zoom: Stephen Powell with Destination Services, LLC

A member of the public was in attendance starting at 8:08 a.m.

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:02 a.m. upon determining a quorum was present, greeted everybody in the room and on the Zoom call by name, and noted that nobody from the public was in attendance so there were no citizen comments.

CONSENT ITEMS

21-0258 Minutes of the Visit McKinney Board Meeting of February 23, 2021

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to approve and refer the minutes of the Visit McKinney Board Meeting of February 23, 2021, to City Council.

REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

21-0259 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 spoke to the timing of the budget process that is currently underway and how it relates to the City's Strategic Plan and resulting KPIs. Grimes gave updates and answered questions regarding the Byron Nelson tournament, the status of the new City Hall, the public meetings to gather input about the City Hall project from the community, and the phasing out of the City's vaccination efforts. Board member Jon Dell'Antonia suggested having a public meeting about the new City Hall on the west side of the City and asked about adding a convention center to the new City Hall complex. A discussion followed regarding the design of the new City Hall. Since Grimes had to leave early and would miss the Finance Committee update, Board member Jim Bressler pointed out that looking at sales tax reports by property show that The Sheraton Hotel runs occupancy levels that are below average for hotels in the entire City. Bressler asked Grimes if the City is able to have a meeting with The Sheraton Hotel in order to find a solution to increase occupancy levels and Grimes responded that he will talk to Cindy Schneible.

MEDC – No representatives from MEDC were present.

MCDC – MCDC Board Liaison Rick Glew gave an overview of the timing and dollar amounts for the current grant cycle. Details are in the attached report.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal ran through the sales tax numbers for the downtown

area over the last few months, highlighted the coupon in Community Impact Newspaper, gave an overview of the upcoming Arts in Bloom Festival, improvements to the MPAC building, and the Texas Music Revolution event.

REGULAR AGENDA

Board Chair Connie Gibson skipped ahead to the Regular Agenda as some in attendance had to leave and mentioned that the Reports will be finished later.

Board member Michelle Gamble introduced Stephen Powell with Destination Services, LLC

- 21-0260** Consider/Discuss/Act on a Resolution Authorizing the Executive Director to Execute a Professional Services Contract with Destination Services, LLC for the purpose of preparing a Strategic Plan for the MCVB/Visit McKinney

A presentation was given by Stephen Powell with Destination Services, LLC. After Powell stood for questions, he left the meeting and a discussion followed about obtaining references, his qualifications to advise a city of our size, what the relationship to Powell is after the initial consulting phase is completed, and what potential services he might provide to the City in years to come. The discussion then focused on the approval process pending the results of the reference check, whether the vote needs to be tabled and/or a special meeting needs to be called to approve the resolution. Further points were raised regarding the timing of the strategic plan and the KPIs that need to be submitted to City Council by April 30, 2021.

Board members approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to authorize the Executive Director to execute a professional services contract with Destination Services, LLC for the purpose of preparing a Strategic Plan for the MCVB/Visit McKinney pending the results of the reference check turning out favorably. The Board voted 6 - 0 - 1, with Jon Dell'Antonia, Michelle Gamble, Jim Bressler, Connie Gibson, Sally Huggins, and Tamra Gaines voting yes, nobody voting no, and Bryan Perkins abstaining from the vote. Perkins clarified that he did not vote because the motion was not clearly formulated especially when it comes to who would make the decision that the references are acceptable. A

discussion ensued whether the motion meant a special meeting needs to be called to give approval or if the motion meant that pre-approval was already given. Board Chair Connie Gibson clarified that the motion meant that a special meeting only needs to be called if Board member Michelle Gamble finds anything negative in the references given; there was no opposition to Gibson's comments. Board member Bryan Perkins questioned the time period after which the Executive Director has the go-ahead to sign the contract. Gamble clarified that she would call references and give a report by Friday of this week.

REPORTS (continued)

Visit McKinney Marketing Committee – Board Chair Connie Gibson asked Board member Michelle Gamble to give the Marketing Committee update. Gamble shared pictures of the SBG St. Patrick's Day event.

Visit McKinney Finance Committee – Board member Jim Bressler went through the operating statement, discussed the most recent STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), and compared the numbers with the surrounding cities, concluding that McKinney is outperforming the surrounding cities. There were no further questions.

REGULAR AGENDA (continued)

- 21-0261** Consider/Discuss/Act on the Grant Application from Kiwanis Club of McKinney in the Amount of \$2,000 for the Advertisement and Promotion of the McKinney Kiwanis Triathlon

Board member Michelle Gamble briefly recapped the grant application and gave the Marketing Committee's recommendation to approve \$500. After a brief discussion, Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Michelle Gamble, to approve the recommendation from the Marketing Committee to grant the Kiwanis Club of McKinney the amount of \$500 for the advertisement and promotion of the McKinney Kiwanis Triathlon.

- 21-0262** Consider/Discuss/Act on the Grant Application from Heritage Guild of Collin County in the Amount of \$1,500 for the Advertisement and Promotion of the Wedding Venue

Board member Michelle Gamble briefly recapped the grant application and gave the Marketing Committee's recommendation to approve \$1,500. After a brief discussion, Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to approve the recommendation from the Marketing Committee to grant Heritage Guild of Collin County the amount of \$1,500 for the advertisement and promotion of the Wedding Venue.

- 21-0263** Consider/Discuss/Act on the Grant Application from Texas Music Project in the Amount of \$15,000 for the Advertisement and Promotion of the "Sound of Texas" Event (Application withdrawn by Applicant)

Board member Michelle Gamble briefly recapped the reason the Texas Music Project withdrew the application. Board Chair Connie Gibson explained that there will be no vote on this agenda item today because the applicant has withdrawn his application.

REPORTS (continued)

- 21-0264** Executive Director's Report

Executive Director Dee-dee Guerra thanked City Council Liaison Charlie Philips for the breakfast recommendation, gave an update on the Pickleball Tournament, the post economic impact study for the Byron Nelson event, the selection process for the SMERF Sales Manager position, the McKinney Love Photo contest, the YOLO TX segment about Local Yocal BBQ & Grill, and the upcoming watch party for the Chamber Awards. Communications Manager Beth Shumate reported on the progress of the website.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

Deirdre Woodard, 8612 Verona Drive, McKinney, Texas, 75071 with Smart & Sexy Homes spoke on the topic of Agenda Item 21-0260 "Destination Services" and gave her recommendations.

BOARD OR COMMISSIONER COMMENTS

There were no Board or Commissioner comments.

ADJOURN

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to adjourn the meeting at 9:38 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