

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

### **REGULAR MEETING**

**SEPTEMBER 23, 2014**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia Street, McKinney, Texas on September 23, 2014 at 7:30 a.m. McKinney Convention and Visitor Bureau board chair Michael McEntire called the board meeting to order at 7:34 a.m.

Board members present: Michael McEntire, Shqiprim "Doc" Vranici, Erica Carver, Sharon Dill, Carrie Alfieri, Sally Huggins, and Hal Harbor.

Absent: Steve Conlin and Leslie Warren

Staff present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Tourism Representative Vanesa Baggett and staff assistant Sue Davis.

Guests were: Councilman Randy Pogue, Interim City Manager Tom Muehlenbeck, City Finance Director Rodney Rhoades, City Finance Budget Manager Mark Holloway, incoming MCVB board members Wayne Hill, Cricket Killingsworth, Jennifer Estes, Susan Brusa, and alternate Bonnie Tinsley.

**14-937** Minutes of the McKinney Convention and Visitors Bureau Board Meeting of August 26, 2014. Board members unanimously approved the motion by Board member Carrie Alfieri, seconded by Board member Shqiprim "Doc" Vranici, to approve and refer Minutes of the McKinney Convention and Visitors Bureau Board Meeting of August 26, 2014.

**14-938** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of August 21, 2014. Board members unanimously approved the motion by Board member Carrie Alfieri, seconded by Board member Shqiprim "Doc" Vranici to approve and refer Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of August 21, 2014.

**14-939** Minutes of the McKinney Convention & Visitors Bureau Advertising/Marketing Committee Meeting of August 21, 2014. Board members unanimously approved the motion by Board member Sharon

Dill, seconded by Board member Shqiprim "Doc" Vranici, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Advertising/Marketing Committee Meeting of August 21, 2014.

**14-941** Board & Liaison Updates Board Chair, Chamber of Commerce, City of McKinney, and MPAC/Main Street.

**Board Chair** - Chair McEntire thanked board members for their participation and time in serving as a board member to The McKinney Convention & Visitors Bureau, he also thanked Interim City Manager Tom Muehlenbeck, City Finance Director Rodney Rhoades, and City Finance Budget Manager Mark Holloway for attending the meeting. McEntire introduced incoming board members Cricket Killingsworth, Jennifer Estes, Susan Brusa, Wayne Hill and alternate Bonnie Tinsley. In addition, he welcomed Made In McKinney store owner Windy Gallagher. Board chair McEntire and Executive Director Guerra presented a Power Point presentation of the accomplishments the MCVB during FY 13-14. Guerra highlighted that Hotel/Motel tax receipts hit \$1 million six times over the past year stating that the sales and marketing efforts staff had diligently worked on during the year were coming to fruition. Ms. Guerra reviewed the various events, activities and meetings that staff had attended/assisted in working throughout the year as well as industry tradeshow. In addition, Guerra advised board members that staff member Vanesa Baggett received recognition from TACVB for certifications that will be applied to her Texas Destination Marketing title. Baggett completed certification in Group Servicing, Marketing, and Visitor Services from TACVB. Guerra received a certification in Communications and in Marketing. Guerra advised both new and current board members that she would forward them a copy of the PowerPoint presentation.

**City of McKinney** - Interim City Manager Tom Muehlenbeck advised board members that City Council had adopted the FY 14-15 city budget at the last council meeting. He also advised everyone that McKinney

was selected as the best city in which to live for populations fewer than 300k by Money Magazine.

**MPAC/Main Street** – Executive Director Guerra spoke on behalf of Amy Rosenthal and highlighted the following upcoming events:

- Oktoberfest – The event will be 3 days, Franconia beer and strong representation of McKinney food vendors will fill the streets in downtown McKinney.
- Wish 100 – On Saturday October 4, downtown McKinney will welcome 1000 riders cycling in this event that benefits Make-A-Wish of North Texas.
- Scare on the Square – Halloween tradition that will welcome trick or treaters on October 31.
- Home for The Holidays – Fed Ex and American Express have approached Main Street for some exciting opportunities; they will keep us posted.

**14-942** Executive Director's Report. Executive Director Guerra advised board members of staff accomplishments during the month of August and asked board members to refer to the staff report provided.

**14-943** MCVB Committee Reports Advertising/Marketing Development Finance.  
**Advertising/Marketing Committee** - Committee Chair Dill advised board members the committee met and discussed the following advertising/marketing endeavors:

- 2 new blog entries
- Created new graphics for several new advertisements
- Took photos for Toyota week-long event and also photos of the Farmers Market
- Social media tracking figures

**Development Committee** - Committee Chair Vranici advised board members that the committee did not meet the past month. However, there were a few things that need to be brought to the attention of board

members. 1. The contract for the Made In McKinney Store needs to be renewed: 2. In October the new board/development committee will need to follow through on the Target Market Study that the board had approved for Ray Turrco & Associates to conduct.

Finance Committee – Committee member Alfieri updated board members on the status of the FY 13-14 budget, stating the budget was trending as it should. She also advised that the hotel tax receipts continue to trend upward. Alfieri opened the floor for questions and/or discussion. Interim City Manager Muehlenbeck asked if the receipts provided were the receipts given by the state or receipts given by the city. Executive Director Guerra stated the receipts provided were by the State Comptroller's office and that the CVB had asked for receipts from the city previously, but these had not been provided. Mr. Muehlenbeck advised that the receipts State provided give an incorrect picture of the receipts that the MCVB operates from and that the city finance department would begin to provide the correct report of HOT tax receipts. Board member Alfieri asked for an entire picture of where the finances come in for the MCVB so that the board can have a true picture of how to promote and market the City as well as promoting the conference center. Mr. Muehlenbeck and Mr. Rhoades stated they would be happy to sit down with the finance committee to discuss and to begin attending the committee meetings.

**14-940** Election of MCVB Board Officers for FY 2014-2015 Chair Vice Chair Secretary/Treasurer. Hal Harbor was named MCVB Chair, Carrie Alfieri was named Vice Chair, and Sharon Dill was named Secretary/Treasurer.

**14-944** Consider/Discuss/Act on Renewal of the Made in McKinney Retail Contract for FY 14-15. Board members unanimously approved the motion by Board member Carrie Alfieri, seconded by Board member Shqiprim "Doc" Vranici, to approve the Made in McKinney Retail Contract for FY 14/15.

CITIZENS and BOARDS & COMMISSIONS COMMENTS

Executive Director Guerra asked new and current board members to consider a date for the Strategic Planning meeting. Board members agreed to hold the MCVB strategic planning meeting on Tuesday, November 4 from 8 a.m. – noon. Guerra advised board members the next board meeting would be held on October 28, 2014 and thanked outgoing board members for their support and dedication to the MCVB. Board member Erica Tate- Carver thanked the MCVB staff for all of their hard work and dedication to the city of McKinney. Councilman Pogue asked for clarification on the RFP process and why staff reports indicate lost business. Executive Director Guerra advised that many times the reason our hotel pick up reports do not indicate a true picture of the number of hotel room nights picked up is due to the hotel customer not using the blocked space code or calling in to book the room after the release date. In addition, many people choose to utilize hotels where they are frequent guests in order to receive hotel points; she advised that McKinney currently has few of these hotels. There were no other citizen's comments.

The MCVB board meeting was adjourned at 8:31 a.m.

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Hal Harbor  
MCVB Board Chair