

From: Beth Shumate <bshumate@visitmckinney.com>
Sent: Friday, April 24, 2020 1:22 PM
To: Sabine Smith <:ssmith2@visitmckinney.com>
Cc: DeeDee Guerra <dguerra@visitmckinney.com>
Subject: Minutes from marketing committee

Sabine, below are the minutes from this morning's Marketing Committee Meeting:

In attendance:

Michelle Gamble, Committee Chair
Jim Bressler
Sally Huggins
Dee-dee Guerra
Beth Shumate

Unofficial call to order: 11:01 a.m.

Discussion:

Budget Supplementals for the Website:

Dee-dee discussed the cost of a new website with Simpleview and how she is working with staff to find line items in the current budget that we can cut or that will not happen due to the COVID crisis. She has removed dollars from Travel & Training where the events have been cancelled and where promotional grant funds will not be awarded, also due to cancellations or rescheduling. These funds will be put toward the cost of the new website so we can utilize the funds approved in the current budget and get started sooner than the new budget year.

We reviewed the time frame and breakdown of costs involved in launching a new website with Simpleview. We also reviewed with them the document Dee-dee shared with Paul that detailed our needs for a new website, and the need for separation from CivicPlus. The committee was encouraged to look at other DMO websites – clients of Simpleview's or others – and let us know about features they liked that we might be able to include in our new design.

The committee is unanimous in their support of the new website and would like us to get underway ASAP.

Grant Discussion:

Dee-dee advised the board on the grant applicants as we have now heard from all of them about their plans to cancel or alter the event in some way.

- DCI – cancelled
- Salsa Fest – cancelled
- McKinney Summer Opera – altering the event into a gala/fundraiser which would not be eligible under our grant requirements. (Beth will contact them to let them know officially that we're pulling their application.)
- Art Meets Floral – moved to September
- Chestnut Square – not affected
- Wine & Music – still moving forward, but with modified aspects based on state and local distancing directives.

The following will be the Marketing Committee's recommendations to the board for approval:

- Chestnut Square: \$2500

- Art Meets Floral: \$500
- Wine & Music: \$2,500

Michelle had to leave the call at 11:45 a.m. and the other two committee members stayed on the call until it ended at 11:55 a.m.

Thanks!!



Beth Shumate, CTA, TDM

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