

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

SEPTEMBER 8, 2012

The McKinney Convention and Visitors Bureau Board met in regular session at the Dowdy Conference room located at 5900 S. Lake Forest Suite 110, McKinney Texas on September 8, 2012 at 8:00 a.m.

Board members present: Trae Gardner, Tim Baker, Angie Bado, Michael McEntire, and Shqiprim "Doc" Vranici. Absent: George Lodge, Linda Fogg, Colleen Via-Friend, and Erica Carver

Staff Present: Interim Executive Director, Dee Dee Guerra; Communications Manager, Beth Shumate; and Tourism Services Representative, Vanesa Baggett.

Guests were: Connie Gibson, McKinney Community Development Corporation; Carolyn Corbin, C21C President.

CONSENT ITEMS

- 12-675** Minutes of the McKinney Convention & Visitors Bureau Meeting of July 24, 2012. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Michael McEntire, to approve the minutes from the July 24, 2012 MCVB board meeting.

REGULAR AGENDA

- 12-676** Chairman Bado called for Consider/Discuss/Act on Approaching McKinney Community Development Corporation for Grant Dollars Regarding Advertising for Gateway. Board members unanimously approved the motion by Board member Tim Baker, seconded by Board member Michael McEntire, to approve approaching MCDC for advertising dollars in support of the Gateway Hotel/Convention center as it draws close to completion.

REPORTS

- 12-677** Committee Reports: Finance/Marketing & PR/Development
Finance - Finance committee did not meet.

Marketing - Interim Executive Director Guerra advised board members of advertising and promotional commitments that have been secured for 2012/2013. Communication Manager, Beth Shumate advised board members that the new MCVB website has a "go live" date set for December 14, 2012. Shumate also advised board members that the MCVB and the Heard Natural Science Museum and Wildlife Sanctuary will co-op an advertisement in a national publication, Bird Watchers Digest, in the Nov/Dec 2012 issue.

Development - Interim Executive Director Guerra advised board members that the move to the new MCVB office located in the historic downtown area will most likely be delayed from November 2012 to January 2013. No further action required.

12-678 Director's Report. Interim Executive Director Guerra highlighted staff accomplishments during the month of August and asked board members if they had any questions over the staff update handout that she had provided them. No further action required.

12-679 Liaison Report. There were no liaison reports.

Board Chair Bado recessed the meeting into executive session at 8:43 a.m. per Texas Government Code Section 551.074 Personnel Matters, as listed on the posted agenda. Board Chair Bado recessed to the open session at 9:08 a.m.

WORK SESSION ITEMS

12-680 Discuss MCVB Strategic Plan. Carolyn Corbin, President of the Center for the 21st Century (C21C) lead MCVB board members in a strategic planning session.

Board Chair Bado called for Citizen Comments and there were none.

Board Chair Bado adjourned the meeting at 2:30 p.m.

ANGIE BADO
Chair