

## **VISIT MCKINNEY BOARD**

### **Strategic Work Session**

**APRIL 22, 2021**

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Courtroom Theater, 111 N. Tennessee St., McKinney, Texas 75069 on Thursday, April 22, 2021, at 10:00 a.m.

Board members present: Jon Dell'Antonia, who left the meeting at 11:45 a.m., Michelle Gamble, who left the meeting at 1:15 p.m., Vincent Vittatoe, Jim Bressler, Connie Gibson, and Sally Huggins, who left the meeting at 1:45 p.m.

Alternate Board member present: Tamra Gaines, who joined the meeting at 11:30 a.m., filled in for Bryan Perkins in a voting capacity

Board members absent: Bryan Perkins

Staff present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Marie Woodard, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, MEDC President Peter Tokar, Assistant Director of Parks and Recreation Ryan Mullins, City of McKinney Performance Manager Steven Smith, Senior Communications & Media Specialist Frances La Rue, Main Street Special Events Coordinator Andrew Jones, MCDC Board Liaison Rick Glew, and City Council Liaison Charlie Philips, who joined the meeting at 11:00 a.m.

Guest present: Stephen Powell with Destination Services, LLC

#### **CALL TO ORDER**

Board Chair Connie Gibson called the meeting to order at 10:09 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that nobody from the public was in attendance so there were no public comments on agenda items.

#### **REGULAR AGENDA**

Executive Director Dee-dee Guerra introduced Stephen Powell with Destination Services, LLC.

**21-0305** Consider/Discuss a Strategic Plan for MCVB/Visit McKinney

The entire work session was conducted under the guidance of Destination Services, LLC for the purpose of preparing a Strategic Plan for the MCVB/Visit McKinney. The work session was broken down into introductions, the objectives for the day, the methodology used by Destination Services, the survey results, and the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.

**PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA**

There were no public comments regarding matters not on the agenda.

**BOARD OR COMMISSIONER COMMENTS**

There were no Board or Commissioner comments.

**ADJOURN**

Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Tamra Gaines, to adjourn the meeting at 1:43 p.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:\_\_\_\_\_.

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CONNIE GIBSON  
Board Chair

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JIM BRESSLER  
Secretary / Treasurer