

VISIT MCKINNEY BOARD

REGULAR MEETING

SEPTEMBER 28, 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, September 28, 2021, at 8:00 a.m.

Board members present: Jon Dell'Antonia, Vincent Vittatoe, Connie Gibson, Jim Bressler, and Bryan Perkins, who joined the meeting at 8:02 a.m.

Absent: Michelle Gamble, Sally Huggins

Alternate member present: Tamra Gaines filled in for absent board members in a voting capacity

Staff present in person: Executive Director Dee-dee Guerra, Sales Manager Rachel Tamez, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, City Council Liaison Richard Franklin, and City Council Liaison Justin Beller, who joined the meeting at 8:05 a.m.

A member of the public was in attendance: Deidre Woodard, who will be seated on October 1, 2021, as an Alternate member to this Board.

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:01 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items.

CONSENT ITEMS

21-0853 Minutes of the Visit McKinney Regular Meeting of August 31, 2021

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Vincent Vittatoe, to approve and refer the minutes of the Visit McKinney Board Meeting of August 31, 2021, to City Council.

21-0854 Minutes of the Visit McKinney Work Session of September 14, 2021

Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Jim Bressler, to approve and refer the minutes of the Visit McKinney Board Meeting of September 14, 2021, to City Council.

REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

21-0855 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes updated on the progress of the new City Hall and answered questions about the possible future use of facilities in east McKinney, like events, conference bookings, transportation options, and the connectivity to other parts of McKinney. City Council Liaison Richard Franklin addressed the ongoing project to modernize the ordinances, codes, and make McKinney more developer friendly. City Council Liaison Justin Beller had no further comments.

MEDC – No representatives from MEDC were present.

MCDC – No representatives from MCDC were present.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal thanked everybody for their partnership and help at this year's Oktoberfest and gave some preliminary sales data from this event. Rosenthal listed upcoming events for October and answered questions regarding future improvements to ticket sales at large events. Executive Director Dee-dee Guerra relayed success stories, positive feedback, and praise from the Oktoberfest event.

Visit McKinney Finance Committee – Board member Jim Bressler covered the operating statement of August 2021, highlighting the good financial decisions this year, and the ability to save money for funds to carry into the next budget year for an enhanced presence of Visit McKinney at the 2022 AT&T Byron Nelson Tournament. Bressler went through the STR report with the Occupancy, Average Daily Rate (ADR) and Revenue per Available Room numbers (RevPAR), comparing the numbers with the

surrounding cities, mentioning the exceptional occupancy rate for Plano in the month of August, and addressed the number of RFPs that cannot be met due to the lack of adequately sized facilities. Bressler wished everybody well as he is rolling off the board this month and Board Chair Connie Gibson thanked Bressler for his service. Gibson inquired about the high occupancy rate of the Hampton every single month for the past few years. Board members discussed the rebranding of the Delta Hotel in Allen to a Marriot flag and the outlook of getting the resort hotel built in McKinney with the added pressure of accommodating AT&T Byron Nelson Tournament guests using McKinney hotels.

21-0856 Executive Director's Report

Executive Director Dee-dee Guerra featured the two awards won at the TACVB convention, first place in "Branding" for the new visual identity, and third place in "Cooperative Marketing" for the 360-degree hotel video project in cooperation with CW Designs, the later using Visit McKinney grant funding. Guerra showed the combined effort with City Communications, Main Street, and MDCDC for a digital advertisement section of "ART-ing Around DFW". Guerra praised the sales staff and their handling of the increased RFP inquiries, highlighted the increased website traffic, and the historic walking tours that have become very popular and are well attended. Guerra gave a list of upcoming events for October and November Visit McKinney helps to promote and/or participates in, spoke about the upcoming grant cycle schedule, and answered questions regarding the McKinney to Munich contest.

REGULAR AGENDA

21-0857 Consider/Discuss/Act on the Visit McKinney Strategic Plan for FY 21/22

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to approve the Visit McKinney Strategic Plan for FY 21/22. There was no discussion.

21-0858 Consider/Discuss/Act on the Visit McKinney KPIs for FY 21/22

After briefly discussing the previously announced changes and adding Board member Jon Dell'Antonia's suggestion regarding some verbiage, Board members

unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Vincent Vittatoe, to approve the Visit McKinney KPIs for FY 21/22 with the proposed changes.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

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

BOARD OR COMMISSIONER COMMENTS

Board Chair Connie Gibson thanked the three departing Board Members Jim Bressler, Bryan Perkins, and Sally Huggins for their service, speaking to their longevity on this board and the impact they made. There were no further Board or Commissioner comments.

ADJOURN

Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Jon Dell'Antonia, to adjourn the meeting at 8:48 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

SABINE SMITH
Board Clerk