

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

OCTOBER 23, 2018

The McKinney Convention and Visitors Bureau Board met in regular session at The Station, 109 E Lamar Street, McKinney, Texas on October 23, 2018 at 8:00 a.m.

Board members present: Jim Bressler, Bryan Perkins, Connie Gibson, Julia Baublis, Michelle Gamble, and Vincent Vittatoe. Absent: Jon Dell'Antonia.

Staff: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, and Staff Assistant Sue Davis. Absent: Administrative Assistant Cortney Marsh.

Guests: Ryan Miyamoto, Dawn Patterson and Kellea Collier from the Sheraton, Sy Shahid from the Heard Museum, Dina Lopez from the Texas Folklore Society, Councilman Rainey Rogers, Assistant to City Manager Trevor Minyard and MPAC/Main Street Director Amy Rosenthal.

Executive Director Dee-dee Guerra called the meeting to order at 8:08 a.m. after determining a quorum was present.

18-930 Election of Officers

Board member Jim Bressler nominated Bryan Perkins as MCVB Board Chair; the board unanimously approved the motion. Board Chair Bryan Perkins nominated Connie Gibson as MCVB board Vice Chair; the board unanimously approved the motion. Board member Connie Gibson nominated Julia Baublis as MCVB Secretary/Treasurer; the board unanimously approved the motion.

18-931 Appoint MCVB Subcommittee Members

a. Finance Committee – Board member Jim Bressler to be chair, accompanied by Jon Dell'Antonia and Vincent Vittatoe.

b. HR Committee Board member Connie Gibson to be chair, accompanied by Vince Vittatoe and Julia Baublis.

c. Marketing Committee – Julia Baublis to be chair, accompanied by Michelle Gamble and Jim Bressler.

- 18-924** Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Michelle Gamble, to approve the minutes from the MCVB Board Meeting of September 20, 2018.
- 18-925** Presentation from the Sheraton Hotel & Conference Center - General Manager Ryan Miyamoto reviewed 2017 numbers, updated them on Sheraton and Marriott merger, and discussed 2018 results to date. Kellea Collier reviewed opportunities the merger will present. Dawn Patterson discussed groups, informing the board they have already exceeded 2017 by \$90,000.
- 18-926** Mr. Sy Shahid discussed the Grant Application submitted by the Heard Museum in the amount of \$5,000 to redesign their webpage, making it mobile friendly and promoting activities using Google search and Facebook. Studies from 2016 showed 80 percent of Heard visitors are not from Collin County. Having these funds available would increase visibility and visitors to McKinney.
- 18-927** Matt Hanlin was not available to discuss the Grant Application submitted by McKinney Tennis Center in the amount of \$4,000 for marketing, advertising and promoting of the 2018/2019 Tournament Schedule.
- 18-928** Dina Lopez discussed the Grant Application submitted by Texas Folklore Society in the amount of \$6,000 for marketing, advertising and promoting of the TFS Annual Meeting and Membership conference. This 100-year old event is contracted with the Sheraton. Grant marketing dollars would promote McKinney while encouraging new memberships. The event hosts 120 people on average with 60 to 70 room nights.
- 18-929** Executive Director's Report – Executive Director Dee-dee Guerra informed the board of future guest speaker Edward Drumberger for the November board meeting. Mr. Drumberger will be doing a presentation on increasing destination sales. Following the board meeting, Mr. Drumberger will provide additional training to the CVB Staff. All Board members and other partners are welcome to stay for this training. State

of the City will be November 1, and all board members are welcome to attend. Ms. Guerra discussed sales efforts and a recent small market conference that Ms. Vanesa Rhodes, Sales Manager had the opportunity to participate in. NCAA Division II Football Championship game will be December 12-15 at McKinney ISD Stadium. Volunteers and sponsorship opportunities are available. The MCVB will be hosting three influencers/bloggers to showcase "Girlfriend Getaway Weekends in McKinney". Ms. Guerra updated the Board on a co-op marketing project with the City, Main Street & MCD: Chet Garner (The Daytripper) was here in early October to do filming for a promotional video now in production.

18-923 Board & Liaison Reports

City of McKinney – Councilman Rogers updated the board on pending projects. Southgate is still in the planning stages, and development on the resort hotel and Hub 121 has been approved but funding is still pending. Assistant to City Manager Trevor Minyard notified the board of a Bond Committee that is being formed, for potential bond election in the spring.

Main Street/MPAC – Director Amy Rosenthal thanked everyone for support of Oktoberfest. Scare on the Square will be October 31 and road closures will be the same as past years. Cultural District Proclamation and Celebration is Saturday, November 10, at 4:00 p.m. at MPAC. City officials will be present, and three sculpture concepts for Mitchell Park will be presented and voted on. Home for the Holidays... A McKinney Christmas takes place November 23-25 with the Christmas tree lighting and Asleep at the Wheel concert taking place on November 23. Currently MPAC has collected \$2,000 of the \$3,000 goal for this year's tree.

Finance Committee – Board member Bressler reviewed financial reports with the board.

18-932 Board members unanimously approved the motion by Board member Julia Baublis, seconded by Board member Jim Bressler, to approve renewal of the McKinney Shop contract for FY 2018/2019.

There were no Citizen and Board and Commissioners comments.

Board Chair Bryan Perkins adjourned the meeting at 9:36 a.m.

BRYAN PERKINS
Chair