

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

JULY 23, 2013

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney Texas on July 23, 2013 at 7:30 a.m.

Board Chair Bado called the MCVB board meeting to order at 7:32 a.m.

Board members present: George Lodge, Linda Fogg, Trae Gardner, Angie Bado, Michael McEntire, Shqiprim "Doc" Vranici, Erica Carver, and Steve Conlin.

Absent: Board member Sharon Dill and Interim Executive Director Dee-dee Guerra.

Staff: Communications Manager Beth Shumate, Tourism Services Representative Vanesa Baggett and Part Time Staff Assistant Sue Davis.

Guests: Lisa Koslan, City Finance and City Councilman Randy Pogue.

13-702 Minutes of the McKinney Convention & Visitors Bureau Meeting of June 4, 2013. Board members unanimously approved the motion by board member Trae Gardner, seconded by board member George Lodge, to approve the minutes from the June 4, 2013 McKinney Convention & Visitors Bureau regular meeting.

REPORTS

13-703 Director's Report. Board Chair Bado advised board members that the IT integration with the City of McKinney's IT department is scheduled to take

place early next week.

13-704 Chair Report. Board Chair Bado reported that MCVB board interviews would take place on Tuesday, July 30th and the MCVB has 5 board members rolling off the board. Councilman Pogue stated when a board is losing a large amount of members, there is an overrule and council can extend the appointment of current board members. Bado updated board members on staff accomplishments and advised board members that the MCVB is getting many compliments and positive engagement regarding the new signage at the Visitors Center, stating the signage is doing the job that it was intended to do.

13-705 Committee Reports: Finance, Marketing & PR, and Development.

Finance – Board member McEntire stated the Finance Committee met on July 22, 2013 and that the MCVB's finances were trending on target. McEntire also advised board members that Interim Executive Director Guerra was getting information on similar CVBs in our same budget category for comparison and that Guerra had submitted the FY 13-14 Budget & Supplemental to the finance committee.

Marketing & PR – Board member Gardner reviewed the MCVB current advertising & marketing efforts with board members, highlighting the most recent ads that the MCVB had committed to for FY 13-14.

Development – Board member Vranici advised board members that the

MCVB staff and development committee has been working on the following events: Mickey Mantle World Series in McKinney at Al Alford Park, Commemorative Air Power Expo that will take place in October 2013 at the Collin County Regional Airport, and The Crape Myrtle Trails Board to assist in a Driving Tour of the trails with QR codes.

13-706 Liaison Reports. City Manager's Office. Main Street/MPAC. McKinney Chamber of Commerce. MCDC. Staff member Shumate updated board members on Main Street and the new launch of "Dickens" holiday festival, stating that it will now be called, "Home for the Holidays". In addition, Shumate advised board members that the Main Street program will be removing the lights from the building rooftops and planned to light the trees in the historic downtown area instead. Staff member Baggett reported on MCDC, advising that the MCDC board had reviewed the results of the quality of life survey and resident input regarding a prospective aquatic facility in McKinney. Baggett also advised that they MCDC board held a special meeting to gather citizen input on an aquatic facility and that the board would make their recommendation on the facility at an upcoming City Council meeting. In addition, she also advised the MCDC board voted on three project funding requests.

13-707 Consider/Discuss/Act on Setting a Date and Time for an Executive Session to Discuss Personnel Issues Pertaining to Executive Director Position. Board members unanimously approved the motion by board

member Linda Fogg, seconded by board member Trae Gardner, to set a date and time for an Executive Session for Tuesday, July 30, 2013 at 7:30 a.m.

- 13-708** Consider/Discuss/Act on Alternative Income Avenues for the McKinney Convention and Visitors Bureau. Board members unanimously approved the motion by Board member Michael McEntire, seconded by board member George Lodge, to table action/discussion regarding alternative income avenues for the MCVB to another meeting so that more research and options could be discussed/researched.

There were no citizens' comments.

Board chair Bado thanked board members for their participation in committee and board meetings and asked for a motion to adjourn. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by board member Michael McEntire, to adjourn. The meeting was adjourned at 8:43 a.m.

ANGIE BADO
Chair