

## **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

### **REGULAR MEETING**

**DECEMBER 10, 2013**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia McKinney, Texas on December 10, 2012 at 7:30 a.m.

#### **CALL TO ORDER**

Board members present: Michael McEntire, Shqiprim "Doc" Vranici, Erica Carver, Carrie Alfieri, Sally Huggins, and Hal Harbor.

Absent: Steve Conlin, Sharon Dill, and Leslie Warren.

Staff: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, and Tourism Representative Vanesa Baggett.

Guests: Councilman Randy Pouge.

- 13-1239** Minutes of the McKinney Convention and Visitors Bureau Board Meeting of October 22, 2013. Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Shqiprim "Doc" Vranici, to Approve and Refer the Minutes of the McKinney Convention and Visitors Bureau Board Meeting of October 22, 2013.
- 13-1240** Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of October 21, 2013. Board members unanimously approved the motion by Board member Sally Huggins, seconded by Board member Shqiprim "Doc" Vranici, to Approve and Refer the Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of October 21, 2013.
- 13-1241** Minutes of the McKinney Convention and Visitors Bureau Marketing/PR Committee Meeting of November 14, 2013. Board members unanimously approved the motion by Board member Carrie Alfieri, seconded by Board member Shqiprim "Doc" Vranici, to Approve and Refer the Minutes of the McKinney Convention and Visitors Bureau Marketing/PR Committee Meeting of November 14, 2013.

REPORTS

**13-1242** October 2013 Financial Report. Executive Director Guerra stated that the finance committee did not meet. Guerra also advised board members that the Made in McKinney Store surpassed the previous monthly sales by \$300 and continues to see more foot traffic as citizens and visitors learn about the stores existence. Chair McEntire advised that the hotel receipts for September were over one million dollars, and the year-end hotel receipts was over ten million dollars in receipts, stating that the hotel receipts continue to improve year over year.

**13-1243** Board and Liaison Updates: Board Chair, Chamber of Commerce City of McKinney, and MPAC/Main Street. There were no representatives present from MPAC/Main Street, the City, or Chamber of Commerce to give updates. Councilman Pogue gave an update on the current status of the new Sheraton Gateway project. Board member Vranici asked when the CVB should begin to sell and advertise the convention & hotel space to associations and corporations. Executive Director Guerra stated that she was advised by MCDC Executive Director Cindy Schneible at the marketing round table that they would advise the CVB when advertising should begin based on timeline and feedback from the management company. Councilman Pogue also advised board members of the new Hampton Inn & Suites that is under construction north east of University/380 and Hwy 75.

**13-1244** Executive Director Report. Executive Director Guerra advised board members that McKinney has a new B & B, The Red Gate Inn Bed & Breakfast, which will open in February 2014. Guerra also advised that a few of the McKinney B & B's were not paying Hotel Taxes to the city and she had contacted city Finance Director Rhoades to look into the matter.

Guerra advised board members that staff had assisted in securing 349 hotel rooms during the month of October and had processed 2900 leads. In addition, Guerra highlighted that the MCVB weekly e-newsletter continues to have a 30% open rate which is above the industry standard and that the visitor's center welcomed 236+ visitors to the center. For the benefit of new MCVB board members, Executive Director Guerra passed out a list of accomplishments that the MCVB had during the 2012-2013 year.

#### REGULAR AGENDA

- 13-1245** Consider/Discuss/Act on Date, Time, and Place for MCVB Strategic Planning Session. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Carrie Alfieri, to approve the date/time of January 10, 2014 at 8:00 a.m. for the next MCVB Strategic Planning Session.
- 13-1246** Consider/Discuss/Act on Chamber of Commerce Tourism Partner Award for 2013. Board members unanimously approved the motion by Board member Erica Carver, seconded by Board member Carrie Alfieri, to nominate Gather in Downtown McKinney/Crystal Bryant for the Chamber of Commerce Tourism Partner Award for 2013.

There were no Citizens Comments.

Board members unanimously approved the motion by Board Chair member Michael McEntire to Adjourn. The MCVB Board meeting was adjourned at 8:35 a.m.

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Michael McEntire  
Chair