

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

APRIL 23, 2013

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

Board members present: George Lodge, Linda Fogg, Trae Gardner, Angie Bado, Michael McEntire, Erica Carver, Steve Conlin, and Sharon Dill

Absent: Shqiprim "Doc" Vranici

Staff Present: Dee-dee Guerra, Interim Executive Director; Beth Shumate, Communications Manager; and Vanesa Baggett, Tourism Services Specialist.

Guests: City Communications Director CoCo Good and City Finance Director Rodney Rhoades.

3-392 Minutes of the McKinney Convention & Visitors Bureau Meeting of February 4, 2013. Board members unanimously approved the motion by board member Steve Conlin, seconded by board member Michael McEntire, to approve the minutes from the February 4, 2013 McKinney Convention & Visitors Bureau board meeting.

13-393 Minutes of the McKinney Convention & Visitors Bureau Special Meeting of February 20, 2013. Board members unanimously approved the motion by board member Steve Conlin, seconded by board member Michael McEntire, to approve the minutes from the February 20, 2013 McKinney Convention & Visitors Bureau board meeting.

13-394 Minutes of the McKinney Convention & Visitors Bureau Regular Board Meeting of March 26, 2013. Board members unanimously approved the motion by board member Steve Conlin, seconded by board member Michael McEntire, to approve the minutes from the March 26 2013 McKinney Convention & Visitors Bureau board meeting.

13-395 Minutes from the McKinney Convention and Visitors Bureau Special

Meeting on April 8, 2013. Board members unanimously approved the motion by board member Steve Conlin, seconded by board member Michael McEntire, to approve the minutes from the April 8, 2013 McKinney Convention & Visitors Bureau board meeting.

REPORTS

- 13-396** Chair Report – Board Chair Bado advised board members that the Crape Myrtle Trails Organization had contacted her and asked to present to the McKinney Convention & Visitors Bureau. Bado advised that the development committee would meet with the Crape Myrtle Trails board and then report to the MCVB board as a whole. Bado stated that this meeting would align with the long range strategic plan that they had discussed, highlighting the potential partnership that would result in a win-win for both organizations.
- 13-397** Director's Report – Interim Executive Director Guerra highlighted upcoming events as well as the number of rooms the CVB had assisted with during the month of March.
- 13-398** Committee Reports-Finance, Marketing & PR, and Development.
- Finance – Board member McEntire reviewed the March financials and stated that the MCVB had received approval from council to re-appropriate \$16,500 from the fund balance to cover accrued expense for the move to 200 West Virginia. McEntire also advised that the finance committee approved the purchase of two iPads for staff to share/use.
- Marketing – Board member Gardner reviewed upcoming ads that will be placed in Ride Texas, Certified Folder, North Texas Shopping Promotion, Texas Town & City, and Spirit Magazine.
- Development - Interim Executive Director Guerra advised board members that city council had approved the revised MCVB by-laws. Guerra also asked board members to review the Retail Service Agreement provided and that the board would take action on that agreement at their special meeting that would be held on April 29, 2013.

13-399 Liaison Reports

City Communications – City of McKinney Communications Director CoCo Good gave an update on the Unique by Nature page on the McKinney Texas website.

McKinney Chamber of Commerce – MCVB Board Member and liaison to the McKinney Chamber Dill advised board members of upcoming chamber events. In addition, Dill stated that the chamber had a great success with the Crawfish Boil and would be looking for a larger venue to host the event next year.

Main Street – MCVB Board Chair and liaison to Main Street Bado stated that Main Street board did not meet in March.

CITIZEN COMMENTS

There were no citizen's comments

Board chair Bado asked for a motion to adjourn the meeting. Board members unanimously approved the motion by board member Steve Conlin, seconded by board member Michael McEntire, to adjourn the meeting. At 8:17 a.m. board chair Bado adjourned the meeting.

ANGIE BADO
Chair