

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

MAY 26, 2015

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street, McKinney, Texas on May 26, 2015 at 7:30 a.m.

Board Chair Harbor called the MCVB board meeting to order at 7:34 a.m.

Board members present: Sally Huggins, Hal Harbor, Bonnie Tinsley, Cricket Killingsworth, Susan Brusa, and Wayne Hill.

Absent: Carrie Alfieri, Jennifer Estes, and Melissa Moreno.

Staff: Executive Director Dee-dee Guerra, staff members Vanesa Baggett, Sue Davis, and Beth Shumate.

Guests: Interim City Manager Tom Muehlenbeck, Councilman Randy Pogue, and City Finance Budget Manager Mark Holloway.

Board members unanimously approved the motion by board member Sally Huggins, seconded by board member Bonnie Tinsley, to approve and refer the following sets of minutes:

15-498 Minutes of the McKinney Convention & Visitors Bureau Board Meeting of April 28, 2015.

15-499 Minutes of the McKinney Convention & Visitors Bureau HR Committee Meeting of April 24, 2015.

15-500 Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of April 24, 2015.

15-501 Minutes of the McKinney Convention & Visitors Bureau Marketing & Development Committee Meeting of May 18, 2015.

15-502 Board and Liaison Reports.

Chair Report – Board chair Harbor advised board members that the Fly Fishing event (that Beau Beasley presented at the April 28 board meeting) will take place in McKinney in 2016.

Director's Report – Executive Director Guerra reviewed her staff report

with board members, highlighting sales activities during the month of April, the Made in McKinney store year over year statistics, sales site visits, as well as advertising ROIs. Board member Hill asked on booking status of the new Conference Center. Executive Director Guerra advised there were some challenges that she and staff were dealing with in regards to RFPs being accepted or bid upon. There was discussion regarding ways to overcome the challenges. Ms. Guerra advised board members that she would be meeting with the Sheraton GM and the Sales Director in the upcoming weeks to discuss and would update board members of the outcome at the next board meeting. Executive Director Guerra also advised board members that due to a schedule conflict, the June board meeting would be cancelled and the board would meet again in July at the regularly scheduled time.

City of McKinney – Interim City Manager Mr. Muehlenbeck explained that the bond committee has made their recommendation to Council to go forward with all projects. Councilman Pogue advised board members on the Downtown Parking Garage topic, stating that council was reviewing options regarding the development of the garage. Mr. Pogue stated once the bond passed on the garage, it would be approximately a year for the construction of the garage to be complete.

Main Street/MPAC – Executive Director Amy Rosenthal updated board members of upcoming events taking place in Historic Downtown McKinney including the Red, White, & Boom July 4th Hometown parade and on July 17 Marc Broussard will be performing. In addition Ms. Rosenthal gave an update on the recent Bike the Bricks event, stating that this year there were more than 570 cyclists that participated in the event.

McKinney Chamber of Commerce – Executive Director Guerra spoke on behalf of the Chamber, advising board members of the upcoming Serve McKinney event taking place on June 10 from 5:30-7:30 p.m. at Collin

College Higher Education building.

Finance Committee Report – Board member Brusa presented the Finance committee update advising board members that sales in the Made In McKinney store were up year over year. In addition Brusa stated the Hotel Average Daily Rate was up during the month of April, however the occupancy was down.

HR Committee Report – Did not meet - no update.

Marketing/Development Committee Report – Board member Huggins advised board members the marketing/development committee had reviewed the market study and the MCVB is moving forward with a trial advertising campaign on Pandora Radio in the Austin/San Antonio TX market. In addition, Executive Director Guerra highlighted recent advertisements the MCVB had placed in various publications.

There were no citizen's comments.

There were no board or commissioner comments.

Board Chair Harbor adjourned the meeting at 8:18 a.m. The next MCVB board meeting will be held Tuesday, July 28, 2015.

HAL HARBOR
Chair