

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**FEBRUARY 25, 2020**

The Visit McKinney Board met in regular session at Gather in Downtown McKinney, 207 E. Virginia Street, McKinney, Texas 75069 on February 25, 2020 at 8 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Jim Bressler, Connie Gibson, Bryan Perkins

Absent: Sally Huggins

Alternate member present: Tamra Gaines filled in for Sally Huggins in a voting capacity.

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, MCDC Board Liaison John Mott, and City Council Liaison Charlie Philips.

#### **CALL TO ORDER**

Board Chairman Perkins called the meeting to order at 8:04 a.m. upon determining a quorum was present.

Perkins greeted everybody in the room by name and welcomed the following grant applicants who were present: Jaymie Pedigo, Executive Director, Heritage Village at Chestnut Square; Dean Cimini, President, Marching Music Made in McKinney; Angela Bado, Committee Member, Marching Music Made in McKinney; Karen Zupanic, Director, Heard-Craig Center for the Arts; Michele Bernard, Co-Owner, Game Day Foods, LLC (DBA Bernard's Gourmet Foods); Andrew Stephan, Vice President, SBG Hospitality; Stacy De La Cruz, Owner/Producer, You're My Favorites dba McKinney Summer Opera; and Jason Lim, Artistic Director/Conductor, McKinney Philharmonic Orchestra.

Perkins noted that nobody from the public was in attendance and there were no citizen comments.

#### **CONSENT ITEMS**

**20-0189** Minutes of the Visit McKinney Board Meeting of January 28, 2020

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to approve and refer the Minutes of the Visit McKinney Board Meeting of January 28, 2020 to City Council.

REPORTS

**20-0190** Board and Liaison Reports City of McKinney MEDC MCDC McKinney Main Street / MPAC Visit McKinney Finance Committee

Board Chairman Perkins called for Board and Liaison updates.

City of McKinney – City Council Liaison Charlie Philips assured the board that he represented Visit McKinney's interests at the Annual Planning Meeting and reported back that it was well-received by the other City Council members. City Manager Paul Grimes expanded on the outcome of the February 7 Goal Setting Workshop and explained that under the pillar "Direction for Strategic and Economic Growth" the Council would like to emphasize McKinney as a destination. Grimes stated that McKinney is somewhat of a daytrip destination and it was articulated and underscored at the planning meeting that a full-service hotel is needed, as well as some form of a concert/performance center. Another item discussed under "Direction for Strategic and Economic Growth" at the planning meeting as reported by Grimes was the Texas Music Friendly Certification. Grimes further reported about the discussions that fell under the pillars "Maximize the Development Potential of McKinney National Airport", "Enhance the Quality of Life in McKinney" and "Safe and Secure Community" and he explained how this will all move down through the departments via SMART (Specific, Measurable, Achievable, Realistic, and Timely) objectives and is being tracked through the KPIs (Key Performance Indicators). Staff will come back to City Council with departmental strategic goals that fall under the Council goals. Council will adopt them in late April or early May. Grimes reported about the recent 5G Workshop that was held for the public in order to be informed and ask

questions. Board member Bressler verified with Grimes that when it comes to the goal of the “destination improvement” and it gets handed to staff to develop strategies, Visit McKinney will have a seat at the table. Board Member Dell'Antonia highlighted the benefits of having an amphitheater in town.

MEDC – No representatives from MEDC were present; Board Chairman Perkins asked Board Members to refer to their respective attached reports.

MCDC – Board Chairman Perkins asked MCDC Board Liaison John Mott to give highlights from their board’s report. Mott featured the three Quality of Life Awards recently handed out.

McKinney Main Street / MPAC – Executive Director Guerra relayed McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal’s regrets of not being able to attend this board meeting. Rosenthal sent the message that there will be a lot to report from her side at the March meeting.

Visit McKinney Finance Committee – Board member Jim Bressler went over the budget numbers and the STR report and concluded that the two new properties in McKinney are adding real value to the economy in McKinney. Comparing the combined occupancy rates of all properties year-to-date this year over year-to-date last year and looking at the occupancy rates of the new properties, it shows that these new properties are bringing in new business to McKinney as opposed to taking away business from other McKinney hotels. The new business is either coming from the surrounding communities or is new business altogether. Bressler stressed that this is a very positive indicator for the future development of hotel properties in McKinney. In addition, Bressler highlighted that room revenue only, in the time span January 2019 to January 2020, was up six percent for a total of \$29 million. Bressler pointed out that this is an enormous economic value for the City,

especially when compared with other revenue streams to the City. It is even more significant when learning that this revenue stream from hotels was generated by properties with an average room rate of about \$90. Bressler raised the point to imagine what revenue stream a full-service hotel would bring to the City with higher room rates and the addition of a food and beverage revenue stream. Bressler stressed again that the revenue stream of the \$29 million is only generated by room rates and doesn't take the associated restaurant and retail visits plus transportation needs into consideration. Bressler thanked the staff for their work in bringing the room totals up to 818 rooms booked in January 2020 as compared to January 2019's 435 total rooms booked. He also praised the effort to re-emphasize the marketing of weddings to McKinney as wedding bookings had dramatically increased this month.

#### REGULAR AGENDA

Bressler stated that the Marketing Committee will meet on the grant applications next month and bring the recommendations back to the board.

**20-0191** Consider/Discuss the Grant Application from Marching Music Made in McKinney in the Amount of \$10,000 for the Advertisement and Promotion of Drum Corps International (DCI) competitions held in McKinney July 21, 2020

A presentation was given by Dean Cimini, President, and Angela Bado, Committee Member of Marching Music Made in McKinney. Cimini and Bado stood for questions.

**20-0192** Consider/Discuss the Grant Application from Heard-Craig Center for the Arts in the Amount of \$5280 for the Advertisement and Promotion of McKinney's 5th Annual Art Meets Floral Event

A presentation was given by Karen Zupanic, Director of the Heard-Craig Center for the Arts. Zupanic stood for questions.

**20-0193** Consider/Discuss the Grant Application from The Heritage Guild of Collin County in the Amount of \$2,500 for the Advertisement and Promotion of Weddings at Chestnut Square on Yelp and Here Comes the Guide  
A presentation was given by Jaymie Pedigo, Executive Director of the Heritage Village at Chestnut Square. Pedigo stood for questions.

**20-0194** Consider/Discuss the Grant Application from Game Day Foods, LLC (DBA Bernard's Gourmet Foods) in the Amount of \$2,500 for the Advertisement and Promotion of McKinney's 3rd Annual Star-Spangled SalsaFest Benefitting the Community Garden Kitchen of Collin County  
A presentation was given by Michele Bernard, Co-Owner of Game Day Foods, LLC (DBA Bernard's Gourmet Foods). Bernard stood for questions.

**20-0195** Consider/Discuss the Grant Application from SBG Hospitality in the Amount of \$8,500 for the Advertisement and Promotion of the Expansion and New Location of the 4rd Annual McKinney Wine & Music Festival  
A presentation was given by Andrew Stephan, Vice President of SBG Hospitality. Stephan stood for questions.

**20-0196** Consider/Discuss the Grant Application from You're My Favorites, Inc dba McKinney Summer Opera in the Amount of \$7,500 for the Advertisement and Promotion of Mozart's Opera Marriage of Figaro in McKinney  
A presentation was given by Stacy De La Cruz, Owner/Producer of You're My Favorites dba McKinney Summer Opera, and Jason Lim, Artistic Director/Conductor of the McKinney Philharmonic Orchestra. De La Cruz and Lim stood for questions.

## REPORTS

**20-0197** Executive Director's Report  
Executive Director Dee-dee Guerra referred to her attached reports,

highlighting staff accomplishments. Guerra reminded the Board about the upcoming all-day planning session on April 28, 2020, facilitated by Dan Decker, Chief Operating Officer of the Texas Travel Industry Association (TTIA) and outlined the status of the hiring process of the new sales position. Alternate board member Tamra Gaines offered to establish a connection with a traveling comedian she's working with and highlighted a new Omni property being built in Frisco.

#### CITIZEN COMMENTS

There were no citizens comments.

#### BOARD OR COMMISSIONER COMMENTS

Board member Bressler reflected on the first year performance of Allen's Delta Hotel, pointing out that even though it is not a well-known brand, it increased Allen's overall revenue from room sales by 50 percent and rooms sold went up by 39 percent, further stressing the point what impact a large full-service hotel could have for McKinney. Board member Dell'Antonia addressed City Council Liaison Charlie Philips and asked at what point the City will abandon the resort hotel, which is still delayed despite the City's incentives, due to the lack/inability to obtain private financing. Guerra brought up the City of Allen's recent announcements what they will build on the other side of Highway 121 from Craig Ranch's Hub 121. A discussion followed about a music venue/performance hall/amphitheater need for the City of McKinney.

#### ADJOURN

Board members unanimously approved the motion by Board member Bryan Perkins, seconded by Board member Michelle Gamble, to adjourn the meeting at 9:32 a. m.

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BRYAN PERKINS  
Chair