

**MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

**Finance Committee Meeting**

**January 22, 2016**

The McKinney Convention & Visitors Bureau Finance committee met for a meeting on January 22, 2016 at 200 W. Virginia Street, McKinney Texas.

In attendance were Board members: Wayne Hill, Susan Brusa, & Jim Bressler

Staff: Executive Director Dee-dee Guerra.

The meeting was called to order at 8:20 am

The Committee looked over the following items:

1. November 2015 Financials & December 2015 Financials were reviewed. ED Guerra stated that the Hot Tax revenue was a noteworthy growth in both November and December 2015. Both months up by 50% vs. last year's collections. She felt it was due to having a better products and the sales efforts between the CVB & Sheraton's Sales forces. No further discussion.
2. MIM Store revenue- No discussion.
3. STR Report for November 2015 & December 2015- ED Guerra told the Finance Committee that Occupancy in November was a tad under but in December there a significant increase, ADR (Average Daily Rate) was up for both months and so was RevPar ( Revenue Per available Room). There was also a substantial upturn in Rev Par for the month of December. Director Bressler stated that percent change in over last year was good sign for times to come.

The MCVB Marketing Committee meeting was adjourned at 8:55 am

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Wayne Hill  
MCVB Finance Committee