

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

05/18/15

The McKinney Convention & Visitors Bureau Marketing committee met on 05/18/15.

In attendance were Board members: Jennifer Estes & Sally Huggins

Staff: Executive Director Dee-dee Guerra & Communication Manager Beth Shumate.

The meeting was called to order at 2:30 pm

The Committee reviewed the following items:

1. Advertising and Promotional expenditures, no discussion.
2. Target Market Study from Ray Turco and Associates. The Committee agreed to the revisions Mr. Turco suggested, but they wanted clarification on whether or not the Personal/Family answer could be further broken out to i.e. Wedding, Anniversary, Family Reunions, etc. The committee also suggested removal of the "Decline to answer" option on some questions.
3. SEO- Aria Bid-The Committee asked Staff to do the following:
 - a. Contact Denton CVB – ask if they have had a good response on their work with Aria.
 - b. Ask City Communications if Civic Plus does SEO for them, and what costs would be entailed if they did any SEO work for the CVB.
 - c. Call another SEO Company that only does the SEO portion (not all the other add-ons) to find this a less expensive option.
4. The Committee liked the Pandora proposal and advised Staff to contract for one month then review results for possible campaigns at selected times of year.

5. Staff is meeting with City Communications this week. Revisions on the Visitors Guide are in the works. Once Laura has it finished, Staff will share it with the Committee for suggestions and revisions before final approval.
6. Prior to the meeting, Committee reviewed the MCVB's portion of the City Marketing Plan and submitted suggested revisions via email, including adding a metrics portion showing previous year numbers and projected goals for the next year. Staff made these changes and provided the revised plan for review at the meeting. Once Staff adds the social media breakdown to the metrics portion, Committee agreed staff may submit it to City Communications.
7. Communications Manager Beth Shumate went over the new ad buys for April & May, including San Antonio Magazine, Houston House & Home, Oxford American Spring Travel Guide, Louisiana Life, TravelerFun.com, TTC (Texas Municipal League) Magazine, and Fort Hood Summer Travel Issue.

The MCVB Marketing Committee meeting was adjourned at 3:40 pm

Sally Huggins

MCVB Marketing Committee Chair