

VISIT MCKINNEY BOARD

REGULAR MEETING

APRIL 26, 2022

The Visit McKinney Board met in regular session at the City Hall Building in Council Chambers, 222 N. Tennessee Street, McKinney, Texas 75069 on Tuesday, April 26, 2022, at 8:00 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Tamra Gaines, Connie Gibson, Whitney Nash, Katie Scott

Absent: None

Alternate member present (non-voting): Deidre Woodard

Staff present: Interim Executive Director Marie Woodard, Sales Manager Rachel Tamez, Communications Manager Beth Shumate, Executive Assistant Sabine Smith, City Manager Paul Grimes, City Attorney Mark Houser, City Secretary Empress Drane, Accreditation & Reporting Specialist Edith Ruiz, MCDC Board Liaison Deborah Bradford, and City Council Liaison Justin Beller

CALL TO ORDER

Board Chair Vincent Vittatoe called the meeting to order at 8:00 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items.

CONSENT ITEMS

22-0367 Minutes of the Visit McKinney Regular Meeting of March 29, 2022

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Jon Dell'Antonia, to approve and refer the minutes of the Visit McKinney Board Meeting of March 29, 2022, to City Council.

REGULAR AGENDA

22-0368 Update on 2022 McKinney Board & Commission Member Appointments

A presentation was given by Edith Ruiz, Accreditation & Reporting Specialist with the City Secretary's Office. There were no questions.

REPORTS

Board Chair Vincent Vittatoe called for Board and Liaison updates.

22-0369 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney
Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes highlighted the upcoming Council Work Session where a range of options will be presented connecting the Downtown Square with the developing Flour Mill District to enhance the pedestrian experience when crossing Highway 5. Grimes gave an update on the current budget process and stood for questions. City Council Liaison Justin Beller had nothing to add.

MEDC – No representatives from MEDC were present. A report is attached.

MCDC – MCDC Board Liaison Deborah Bradford explained the different grant cycles in the attached report: Project Grants, Promotional & Community Event Grants, and Retail Development Infrastructure Grants, and where each of them currently is in the process. Bradford gave an overview of the TUPPS Brewery Expansion Project and stood for questions. City Manager Paul Grimes received clarification from City staff while the meeting went on and explained after the Executive Director's Report that the word "buyout" in the sentence "Buyout of subcontractors/vendors is approximately 90% complete" means "secured" or "under contract."

McKinney Main Street / MPAC – Interim Executive Director Marie Woodard excused McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal's absence and relayed on her behalf Rosenthal's deep appreciation for the partnership amongst everyone regarding the 2022 AT&T Byron Nelson Tournament. Woodard reminded about upcoming May and June events in downtown McKinney.

Visit McKinney Finance Committee – Board member Jon Dell'Antonia covered the operating statement of March 2022, mentioning that Visit McKinney is under budget as of today, and reviewed the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities. Dell'Antonia forecasted that the Hotel Occupancy Tax Revenue for Fiscal Year 2022 might come close to \$2 million.

22-0370 Executive Director's Report

Interim Executive Director Marie Woodard thanked the Board, Finance Committee, Nicole Bradshaw in the Finance Department, and Visit McKinney Staff for their help in putting together next year's budget. Woodard reported that both part-time Staff Assistants are trained and highlighted Sales Manager Rachel Tamez and Communications Manager Beth Shumate's accomplishments regarding the Pickleball Tournament and the 2022 AT&T Byron Nelson Tournament. Board member Jon Dell'Antonia thanked Woodard for her transparent budget process. Woodard pointed out the packet each board member received with information on the 2022 AT&T Byron Nelson Tournament and Tamez gave a brief overview how the team comprised of MCDC, Main Street, Marketing and Communications, and Visit McKinney put the branding of the 19th Hole together.

EXECUTIVE SESSION

Board Chair Vincent Vittatoe called for the Executive Session at 8:24 a.m. in accordance with the Texas Government Code:

- A. Section 551.071(2) Consultations with Attorney on any Work Session, Special Session, or Regular Session agenda item requiring confidential attorney/client advice necessitated by the deliberation or discussion of said items (as needed)
- B. Section 551.071 (A) Pending or contemplated litigation
- C. Section 551.072. Deliberations about Real Property
- D. Section 551.074. Personnel Matters
 - Executive Director
- E. Section 551.087. Deliberation Regarding Economic Development Matters

ACTION ON EXECUTIVE SESSION

The Board members returned from executive session at 2:42 p.m. Board Chair Vincent Vittatoe called for action on items discussed in the Executive Session.

Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Tamra Gaines, that the Board extends an offer to the number one candidate discussed in Executive Session.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

This section was not called.

BOARD OR COMMISSIONER COMMENTS

This section was not called.

ADJOURN

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to adjourn the meeting. At that time, it was 2:42 p.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by Visit McKinney board members on:_____.

VINCENT VITTATOE
Board Chair

SABINE SMITH
Board Clerk