

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**JULY 27, 2021**

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, July 27, 2021, at 8:00 a.m.

Some Board and staff members participated in this meeting from one or more remote locations via Zoom Teleconference to contain the spread of COVID-19.

Board members present in person: Jon Dell'Antonia, Vincent Vittatoe, Jim Bressler, Connie Gibson, Sally Huggins, who joined the meeting at 8:20 a.m., and Bryan Perkins, who joined the meeting at 8:06 a.m.

Board members present via Zoom: Michelle Gamble

Alternate Members present in person (non-voting): Tamra Gaines, who left the meeting at 8:40 a.m.

Absent: None

Staff present in person: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Marie Woodard, Sales Manager Rachel Tamez, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, and MCDL Board Liaison Rick Glew

#### **CALL TO ORDER**

Board Chair Connie Gibson called the meeting to order at 8:01 a.m. upon determining a quorum was present, greeted everybody in the room and on the Zoom call by name, and noted that nobody from the public was in attendance so there were no citizen comments.

#### **CONSENT ITEMS**

**21-0655** Minutes of the Visit McKinney Board Meeting of May 25, 2021

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve and refer the minutes of the Visit McKinney Board Meeting of May 25, 2021, to City Council.

## REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

**21-0656** Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee, Visit McKinney Marketing Committee

City of McKinney – City Manager Paul Grimes outlined the multi-year process lead by the Planning and Zoning department to modernize and update the development codes, gave a timeline regarding the budget process City Council is underway to approve, and answered questions regarding the status of the Resort Hotel.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal listed upcoming events for August and September with special focus on the Grand Re-Opening of Louisiana Street, made possible with support from MCDC. Rosenthal answered questions about this year's Oktoberfest and was asked to give an overview of new stores on the square.

MCDC – MCDC Board Liaison Rick Glew gave an overview of the timing and dollar amounts for the current grant cycle. Details are in the attached report. Glew answered questions regarding the TUPPS Brewery Expansion project and the efforts of the One Heart McKinney initiative that focuses on coordinating non-profit organizations and centralizing intake policies for people seeking resources and services. Board member Jon Dell'Antonia asked McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal to give an update on the Silo Mural Art Project. City Manager Paul Grimes explained the efforts of the City to revitalize the East Side of McKinney and highlighted the re-design and re-opening of Cottonwood Park, as well as the purchase of 240 acres of new park land in the northwest part of the City, funded in part by MCDC, with the possibility of a future sports park development, which will ultimately help sell hotel nights.

MEDC – No representatives from MEDC were present. Board Chair Connie Gibson asked Board members to refer to the respective attached report.

Visit McKinney Finance Committee – Board member Jim Bressler covered two months of financial statements (May and June), highlighting the good financial decisions to save some money primarily related to COVID-19, while on the other hand bringing in more money into the HOT tax fund in the first nine months of this budget year than the entirety of last budget year. Bressler went through the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR) and compared the numbers with the surrounding cities, giving special attention to the high occupancy during the month of May. Bressler thanked Executive Director Dee-dee Guerra and staff for increasing RFPs and closed business in the last few months. Bressler emphasized to City Manager Paul Grimes that the Sheraton is still considerably lagging occupancy numbers behind the market and Guerra pointed out that new Sales Manager Rachel Tamez is looking at alternative ways to use the Sheraton. Guerra highlighted some of the repeat business that was secured. Bressler praised the increased traffic to the new website and Board member Jon Dell'Antonia started a discussion about dropping more low-end hotels from the reporting. Bressler, however, advocated for keeping the comparable data the same month-over-month and year-over-year. Bressler explained the process involved regarding revenue coming from the Airbnb, Inc.

Visit McKinney Marketing Committee – Board Chair Connie Gibson asked Board member Michelle Gamble to report on the layout refresh and slight changes to the Grant Guidelines and Application documents as well as the adjustments to the due dates for the 2021-2022 grant cycle. These changes are an effort to draw more attention to the grants through the website in order to get more grant applications.

**21-0657** Executive Director's Report

Executive Director Dee-dee Guerra welcomed new Sales Manager Rachel Tamez, Tamez in turn explained that she has 20 years of experience with events in general and has been heavily involved in the Byron Nelson Tournament for the past eight years in her previous capacity. Guerra featured the new Fairfield Inn and the re-

opening of the Best Western Hotel, the website launch, the surveys Stephen Powell is conducting, and thanked our partners for their help to pass the surveys out. Other topics Guerra mentioned were the BRE Visits, the Board and Commission interviews, Visit McKinney's new Council Liaisons, and that all public meetings will be conducted according to the Texas Open Meetings Act as written effective September 1, 2021. Guerra answered a question about Raytheon's hotel preferences outside of the McKinney city limits.

#### REGULAR AGENDA

**21-0658** Consider/Discuss/Act on the Proposed Visit McKinney Budget for Fiscal Year 2021-22

After Executive Director Dee-dee Guerra explained the budget and the supplementals, and Board member Jim Bressler added comments on specific line items, a discussion followed regarding the entire Hotel Occupancy Tax (HOT) funds collected and the money allocated to fund Visit McKinney. City Manager Paul Grimes explained how the City is using HOT funds that are not used to fund a CVB; one such project, for example, is the wayfinding signage currently in development. Other items discussed were the development of the area around Highway 121 and the Sheraton Hotel. Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Jon Dell'Antonia, to approve the proposed Visit McKinney Budget for Fiscal Year 2021-22.

#### PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

There were no public comments regarding matters not on the agenda.

#### BOARD OR COMMISSIONER COMMENTS

There were no Board or Commissioner comments.

#### ADJOURN

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Sally Huggins, to adjourn the meeting at 9:09 a.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:\_\_\_\_\_.

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CONNIE GIBSON  
Board Chair

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JIM BRESSLER  
Secretary / Treasurer