

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

AUGUST 25, 2015

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia, McKinney, Texas on August 25, 2015 at 7:30 a.m.

Board Chair Harbor called the MCVB board meeting to order at 7:38 a.m.

Board members present: Carrie Alfieri, Sally Huggins, Hal Harbor, Bonnie Tinsley, Jennifer Estes, Susan Brusa, and Wayne Hill.

Staff: Executive Director Dee-dee Guerra; Staff Members Sue Davis, Beth Shumate and Vanesa Rhodes.

Absent: Cricket Killingsworth and Melissa Moreno.

Guests: Interim City Manager Tom Muehlenbeck, Councilman Chuck Branch, Councilman Rainey Rogers, Main Street/MPAC Director Amy Rosenthal, and Public Works Project Program Manager Chandler Merritt.

15-819 Minutes of the McKinney Convention & Visitors Bureau Board Meeting of July 28, 2015. Board members unanimously approved the motion by board member Sally Huggins, seconded by board member Wayne Hill, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Board Meeting of July 28, 2015.

15-820 Board & Liaison Reports

Chair Report – Chair Harbor reviewed that the target goal for the MCVB is to promote tourism and to bring meetings and conventions to our city. Mr. Harbor discussed the challenges that we have in achieving those goals. Harbor stated the board's role is to help the CVB staff follow the goals that the City Council has provided and generate measurable goals that coincide with Council's goals.

Director Report – Executive Director Guerra reviewed July accomplishments as indicated in her July staff report as well as ongoing projects that are not currently completed. Ms. Guerra congratulated

current board members on their re-appointment to the MCVB board and announced the new board member would be Jim Bressler. Outgoing board member Carrie Alfieri was thanked for her service to the MCVB board.

City of McKinney – Councilman Branch congratulated board members on their appointment and confirmed that the MCVB board will be reduced to a seven-member board in FY 16/17. Interim City Manager Mr. Muehlenbeck advised board members that the city is currently in the budget planning stage for FY 15/16. In addition, he stated they are also working on a master plan for the Parks and Recreation department, advising that over the next 10 years Parks and Rec will receive \$55 million from McKinney Community Development Corporation to create a world-class park system.

Board Chair Harbor advised Councilmen Branch and Rogers that during the last MCVB board meeting, the board had tabled the vote on the MCVB goals due to awaiting further clarification from City Council regarding their goals. Chair Harbor asked Council liaisons Rogers and Branch for suggestions on receiving input from Council to get the MCVB goals set and agreed upon. Councilman Rogers stated that both he and Councilman Branch would review the suggested goals and take them before the entire Council for their input, and also stated that any board must have measurable goals put in place. Interim City Manager Muehlenbeck suggested that the board track the results of sales calls- whether they are two or three years out- as a more viable method of goal measurement.

Chamber of Commerce – Executive Director Guerra gave the update from the Chamber. Guerra advised the Chamber is embarking on a strategic planning process and seeking input from members as well as key community stake holders. In addition, they are working on the annual State of the City event that will take place November 5, 2015.

Main Street/MPAC – Director Amy Rosenthal updated the board on future shows/performances at the McKinney Performing Arts Center (First Annual Classic Film Festival – Sept 12, and The Hunts Music Group) - as well as upcoming events taking place in downtown McKinney. Ms. Rosenthal highlighted the next big event to take place downtown will be Oktoberfest which will take place the last weekend in September and thanked the MCVB for promoting the event in Texas Polka News.

Finance Committee – Committee Chair Alfieri reviewed the July 2015 financial reports, highlighting that July 2015 was a \$1 million month in hotel receipts. In addition, Ms. Alfieri reviewed the hotel occupancy rates and advised that the newly-opened Sheraton has had a steady incline of occupancy since opening in February 2015.

HR Committee – Committee Chair Tinsley advised board members that the HR committee met to conduct Executive Director Guerra's annual review.

Marketing Committee – Committee Chair Huggins updated board members on the various marketing and public relations opportunities that Staff is considering. Ms. Huggins also stated that over the past three years, staff member Beth Shumate has been working to get McKinney covered by a reporter from the TV show The Day Tripper and her efforts have come to fruition, advising the reporter will come to McKinney in the spring of 2016.

- 15-821** Consider/Discuss/Act on Renewal of the Made In McKinney Retail Store Contract for FY 15/16. Board members unanimously approved the motion by board member Susan Brusa, seconded by board member Jennifer Estes, to approve the renewal of the Made In McKinney Retail Store Contract for FY 15/16.

There were no citizen comments nor were there Board or Commissioner comments.

Board Chair Harbor adjourned the meeting at 8:44 a.m.

HAL HARBOR
Chair