

VISIT MCKINNEY MARKETING COMMITTEE

COMMITTEE MEETING

MARCH 6, 2020

The Marketing Committee of Visit McKinney met in regular session at the Visit McKinney Conference Room, 200 W. Virginia, McKinney, Texas on March 6, 2020 at 8 a. m.

Board members present: Michelle Gamble, Jim Bressler, Sally Huggins, who joined the meeting at 8:05 a. m.

Absent: None

Alternate Member Present: Tamra Gaines

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate

CALL TO ORDER

Committee Chair Michelle Gamble called the meeting to order at 8 a.m. upon determining a quorum was present.

There were no public comments.

REGULAR AGENDA

20-0225 Consider/Discuss Grant Presentations and Make a Recommendation to the Board DCI Music Made in McKinney: \$10,000 Art Meets Floral (Heard-Craig): \$5,280 Chestnut Square for Promotion/Advertising for Weddings: \$2,500 Bernard Foods (Salsa Fest): \$2,500 SBG Hospitality (McKinney Wine & Music Festival): \$8,500 McKinney Summer Opera (for Marriage of Figaro): \$7,500

The Marketing Committee discussed the applications and presentations, considering the possible room nights and growth potential of each event/project and whether each is a return or new request. With \$22,088.69 to grant, Committee Chair Gamble will make the following recommendation to the board on March 24: DCI Marching Music Made in McKinney - \$10,000, Art Meets Floral - \$1000, Chestnut Square Wedding Promotions/Advertising - \$2500, Bernard Foods for Salsa Fest - \$500,

SBG Hospitality for McKinney Wine & Music Festival - \$5000, McKinney Summer Opera - \$3000. This equals \$22,000. The board decided not to award the \$88.69; suggested reallocating or rolling it over.

20-0226 Consider/Discuss Changes to Grant Guidelines

The committee discussed updating the grant guidelines and other materials that go out to applicants. Communications Manager Shumate will take what we already have and update/reformat the document for presentation to the board for discussion at the March meeting. The additions to the grant guidelines/application materials will include: A breakdown of the number of estimated hotel nights it would take to generate the amounts awarded (i.e. less than 10 room nights has a maximum award of \$1000). The Committee decided not to make this a hard and fast rule, but rather to present it to the applicants to solidify in their minds that the grant funds come from hotel tax and the events should be focused on bringing hotel nights and out-of-the-area visitors. A requirement to work with Visit McKinney to secure hotel blocks and discuss other services. A breakdown of items that will be covered (advertisements, posters, etc.) by grant funds and what will not be covered (i.e. programs or other materials for people who are already at the event). A suggestion to do as much digital promotion with the funds in order to have more easily trackable ROI for their final report. A spreadsheet for the cover page of what the recipients return to Visit McKinney for reimbursement of their expenses, requiring each recipient to itemize and total all receipts. This will help Visit McKinney staff more easily reconcile the final amount in order to process the check.

20-0227 Consider/Discuss New Marketing Efforts

Communications Manager Shumate updated the board on current campaigns/programs and items to possibly consider for next year's budget, like SEM with Madden Media – will be coming up to end of

contract in May; Media Hub with CrowdRiff; Native Texan with AJR;
Possible campaign with Texas Journeys (AAA magazine) – Shumate to
look into; Red Hot Groups campaign – distribution not enough to justify
the cost and it is not our demographic.

CITIZEN COMMENTS – There were none.

BOARD OR COMMISSIONER COMMENTS – There were none.

ADJOURN

Committee Chair Michelle Gamble adjourned the meeting at 9:05 a. m.

MICHELLE GAMBLE
Chair