

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

OCTOBER 24, 2017

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney, Texas on October 24, 2017 at 7:30 a.m.

Board members present: Vice Chairman Jim Bressler, Secretary Sally Huggins, Hal Harbor, Jennifer Estes, Bryan Perkins, Julie Baublis and Connie Gibson.

Vice Chairman Jim Bressler called the meeting to order at 7:35 a.m. after determining a quorum was present.

Staff: Executive Director Dee-dee Guerra, Administrative Assistant Ashley Ford, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes and staff member Sue Davis.

Guests: City Secretary Sandy Hart, Assistant to City Manager Barry Shelton, Senior Financial Analyst Eric Corder and MCDL Chairman Kurt Kuehn.

17-1061 Oaths of Office. City Secretary Sandy Hart administered the Oaths of Office to incoming MCVB Board member Julie Baublis as well as returning Board members Jim Bressler, Jennifer Estes, Hal Harbor, Sally Huggins, Connie Gibson and Bryan Perkins.

17-1062 Election of MCVB Board Officers for FY 2017-2018. Board member Jennifer Estes nominated Sally Huggins and Board member Bryan Perkins nominated Jim Bressler as MCVB Board chair, the Board unanimously elected Sally Huggins as MCVB Board chair. Board member Hal Harbor nominated Bryan Perkins and Board member Connie Gibson nominated Jennifer Estes as MCVB Vice Chair, the Board unanimously elected Jennifer Estes as MCVB Vice Chair. Board member Julie Baublis nominated Connie Gibson as MCVB Secretary/Treasurer. There being no opponent, Connie Gibson was named MCVB Secretary/Treasurer.

Board members unanimously approved the motion by Board member Jim

Bressler, seconded by Vice Chair Jennifer Estes, to approve the following minutes:

- 17-1064** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of September 26, 2017.
- 17-1065** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of September 25, 2017.
- 17-1063** Appoint MCVB Subcommittee Members. The FY 2017-18 Finance Committee will be made up of Board members Hal Harbor, Jim Bressler and Bryan Perkins. The HR Committee will be made up of Board members Jennifer Estes, Connie Gibson and Jim Bressler. The Marketing Committee will be made up of Board members Julie Baublis, Jennifer Estes and Connie Gibson.
- 17-1066** Presentation from the Sheraton Hotel & Conference Center - Ryan Miyamoto and Dawn Patterson. Due to a scheduling conflict, this presentation will be rescheduled to the November 2017 MCVB Board Meeting.
- 17-1067** Executive Director's Report – Executive Director Guerra asked Board members to refer to the Executive Director's report and asked if anyone had any questions. Ms. Guerra also gave an overview of the MCVB performance insights (KPIs) which track aspects of what the MCVB department does to promote the City of McKinney as a travel destination. Additionally she reported about the McKinney Economic Development Corporation that was honored with the Bronze Excellence Award from the International Economic Development Council during the IEDC Annual Conference in Toronto, Canada. Also, Ms. Guerra shared about an upcoming event, 2017 State of the City that will be held November 2 at the Christ Fellowship Church. Board members Connie Gibson, Julie Baublis and Sally Huggins will be attending the event. Lastly, she encouraged Board members to sign up to volunteer for the Sport Source

Event booth.

17-1068 Board & Liaison Reports

City of McKinney – Assistant to City Manager Barry Shelton gave an update on the downtown parking expansion including the First United Methodist Church parking lot, located at the northwest corner of Logan and Kentucky streets that will add an additional 47 public spaces. This lot now offers 91 public spaces. Mr. Shelton also mentioned that the public hearing of the city's proposed annexation will be October 25.

Main Street/MPAC – Executive Director Amy Rosenthal encouraged Board members to help in voting daily for the Partners in Preservation: Main Streets campaign from American Express and the National Trust for Historic Preservation until October 31. Ms. Rosenthal also thanked Board members for their support with the 2017 Oktoberfest, stating that it was a great success. She reviewed a few upcoming events with MPAC including: Scare On The Square (Tuesday, Oct. 31) which includes Costume Contest and Pumpkin Races, Home for the Holidays (Nov. 24-26) and Tree Lighting Ceremony (Nov. 24)

MCDC – Board Chair Kurt Kuhen shared with the Board members that on Oct. 26, McKinney Community Development Corporation (MCDC) was presented with preliminary plans for the Craig Ranch Hotel and Conference Center (proposed as an Autograph by Marriott Resort Hotel) and it was approved by City Council. Mr. Kuhen also informed Board members that the Quality of Life Award applications are available. The MCDC annually presents a Quality of Life Award to an individual or organization that has made a positive difference in the lives of McKinney citizens.

Finance Committee – Board member Jim Bressler reviewed the September financials with Board members and stated that everything looked in order for the end of the year. He also reported that occupancy was down in McKinney and our sister cities as well, but that it wasn't

affecting ADR (Average Daily Room rate) for any of the cities.

Board Chair Sally Huggins adjourned the meet at 8:58 a.m.

Sally Huggins
Chair

