

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

APRIL 24, 2018

The McKinney Convention and Visitors Bureau Board met in regular session at The Neathery Estate Bed & Breakfast, 215 N. Waddill Street McKinney, Texas on April 24, 2018 at 8:00 a.m.

Board members present: Chairman Sally Huggins, Vice-Chairman Jennifer Estes, Jim Bressler, Bryan Perkins, Connie Gibson, and Julia Baublis. Absent: Board member Hal Harbor.

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

Guests: Council member Scott Elliott, Council member La'Shadion Shemwell, City Manager Paul Grimes, Senior Financial Analyst Eric Corder, and MPAC/Main Street Program Director Amy Rosenthal.

Chairman Huggins called the meeting to order at 8:12 a.m. after determining a quorum was present.

Board members unanimously approved the motion by Board member Gibson, seconded by Board member Bressler, to approve and refer the following consent items:

- 18-352** Minutes of the McKinney Convention and Visitors Bureau Board Meeting of March 27, 2018
- 18-353** Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of March 26, 2018
- 18-354** Amended Minutes of the McKinney Convention and Visitors Bureau Marketing Committee Meeting of March 5, 2018
- 18-355** Executive Director's Report – Executive Director Guerra asked board members if they had any questions regarding the staff report she had previously provided to them. Guerra acknowledged Council member Elliott's request to make changes on the chronological order of her report. Executive Director Guerra advised board members that she, Trevor Minyard, Assistant to the City Manager, and Sales Manager Vanesa

Rhodes attended the Texas Travel Industry Association (TTIA) Unity Dinner. Guerra stated the focus at Unity Dinner was to ask the legislators to keep the 4th Monday of August as the school start date in Texas and to reinstate full marketing/advertising funding for Texas tourism. Additionally Guerra reported the following:

Sales - Trade shows attended by MCVB Sales Manager Vanesa Rhodes include The Dallas/Ft. Worth Association Executives, DFWAE Trade Show, TTIA US/Canada Reverse Trade Show, and a bridal show at Heritage Springs. The Sheraton McKinney was awarded the RFP from the Texas Folklore Society. The National Association of Intercollegiate Athletes (NAIA) and McKinney Independent School District along with the City of McKinney and MCVB are continuing to work side by side in order to host a tournament in McKinney in December 2019.

Hotel Updates - Hilton Home2 is scheduled to open in June with the Spring Hill Suites set to open approximately one month later. The Sheraton McKinney was awarded the 2017 Marriott franchise Full-Service of the Year in their class.

Marketing – After reviewing Key Performance Indicators (KPIs) over the last few months, our website page views had been trending downward. Our contract with ITI Digital for their Get Social user generated content platform was due to expire. Because of performance and reliability issues with Get Social, we decided to move to CrowdRiff, a more robust Social Media Platform. Guerra feels this will help increase our website numbers. May 6-12, 2018 is National Travel Tourism Week; the theme is Travel: Then and Now. Guerra advised the Public Safety Appreciation lunch would be on May 8.

Executive Director Guerra asked if there were any other questions, and advised board members that we would not have a June board meeting due to schedule conflicts.

18-356 Board & Liaison Reports

City of McKinney – Council member Elliott advised board members of the ribbon cutting at the new FBO at the McKinney Airport. In addition, he advised the board that the city is entering into budget season. Council member Shemwell informed board members he had the opportunity to go to Taiwan to represent the United States and McKinney, as well as to advise the Taiwanese government that McKinney is open to building new relationships. City Manager Grimes reminded board members that last year, the council implemented a new application for budget development in which the public would be able to provide input on the budget, and so that council members would be aware of the citizens' budget concerns. Grimes stated that the budget would be presented to council in early August and adopted in September. Mr. Grimes also advised board members that TXDOT would host a feasibility study focusing on the US HWY 380 capacity improvement options at the Sheraton on Thursday, April 26, 2018 from 6-8 p.m. Council member Elliott stated that tonight there would be a meeting at the Rhea Mills Baptist Church regarding the expansion of FM1461. Mr. Grimes also informed the board that the city would host their annual paper shred/drug take back day on April 28, 2018 at the Sheraton.

Main Street/MPAC –Main Street/MPAC Program Director Rosenthal advised board members of the upcoming events taking place downtown, highlighting the Classic Car Show the last Saturday of every month and the Empty Bowls contest that would take place on Thursday, May 3, 2018. Additionally Ms. Rosenthal brought attention to the Memorial Day Holiday Weekend of events, which are Bike the Bricks, the Yellow Wood Music Festival taking place at Myers Park, and the Smiles Concert at Adriatica. Additionally Ms. Rosenthal shared that Main Street is in the process of applying for a Cultural District Designation for downtown McKinney. The designation helps McKinney stand out in Texas as a cultural designation

as a means for attracting cultural tourists.

MCVB Finance Committee – Committee Chair Bressler stated the first six months of this fiscal year, the MCVB budget was on target. Market share in McKinney for the month of March was down 4%. Allen was down 10%, whereas both Frisco & Plano were down 6%. The hotel average daily rate for McKinney was slightly down. Allen was down 5%, while Frisco and Plano had an increase in revenue even though they were down in occupancy. The Hotel Tax (HOTTAX) was up approximately 15% in March, in spite of a decrease in occupied rooms. In regards to the budget for FY 18/19, an additional \$10,000 was requested for grant funds, and the city finance department granted the funds as part of the budget versus as a supplemental. Committee Chair Bressler opened the floor for questions, Council member Elliott asked for a report that would compare the HOTTAX/Occupancy numbers year over year.

Chairman Huggins called for Citizens Comments and there were none.

Chairman Huggins called for board or commissioner comments and there were none.

Chairman Huggins adjourned the meeting at 8:48 a.m.

SALLY HUGGINS
Chairman