

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

APRIL 25, 2017

The McKinney Convention and Visitors Bureau Board met in regular session at Holiday Inn Express, 6601 Henneman Way, McKinney, Texas on April 25, 2017 at 7:30 a.m.

Board Chair Hill called the meeting to order at 7:38 a.m.

Board members present: Sally Huggins, Hal Harbor, Wayne Hill, Jim Bressler, Bryan Perkins and Connie Gibson.

Absent: Jennifer Estes.

Staff: Executive Director Guerra, staff members Sue Davis, Ashley Ford, Beth Shumate and Vanesa Rhodes.

Guest: Parks and Recreation Interim Director Ryan Mullins, City Manager Paul Grimes, and Main Street Executive Director Amy Rosenthal.

Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Sally Huggins, to approve the following minutes:

- 17-437** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of March 28, 2017.
- 17-438** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of March 27, 2017.
- 17-439** Update on Parks and Recreation from Interim Director Ryan Mullins. Director Mullins presented an update on CIP Report that includes Parks and Open Space Projects this fiscal year. Mr. Mullins gave updates on the Scott Elementary School Park. Construction is anticipated to begin spring 2018. Director Mullins also presented an update on the Gabe Nesbitt Tennis Center Expansion which includes the addition of tennis courts, stadium seating, a playground, restrooms and a maintenance facility. Mr. Mullins' presentation also included an update on Parks, Recreation, Open Space, Trails and Streetscape Master Plan and the Apex Centre.

17-440 Executive Director's Report – Executive Director Guerra encouraged Board members to participate in early voting. Ms. Guerra gave a few highlights including: MCVB is working with Sports Source who is hosting a soccer showcase tournament December 1-3. Guerra advised the Board that this event brought in over 400 room nights last year. Director Guerra discussed MCVB advertising with MCDC in USA Today. She also shared with Board members that staff member Vanesa Rhodes spoke at a women's visionary influence meeting at the Hampton Hotel. Additionally, she discussed that National Tourism Week will be May 7-13, with our Public Safety Appreciation Day being held May 9. Lunch will be provided to show our appreciation to our first responders. She extended an invitation to Board members to attend.

17-441 Board & Liaison Reports

City of McKinney – City Manager Paul Grimes updated Board members of the McKinney Urban Transit District Program. Mr. Grimes stated that Council's recommendation is to move forward with new transportation services to begin as early as June 1. Additionally, he updated Board members on the Resort Hotel at Craig Ranch.

Main Street/MPAC – Executive Director Amy Rosenthal gave an update on Arts in Bloom which brought 33,200 people, 14 wineries, and artists from 16 states, 55 McKinney artists and 22 entertainer groups to the downtown square. Director Rosenthal also reviewed upcoming events including Empty Bowls McKinney, Election on the Square on May 6 and Bike the Bricks Race on May 26.

MCDC – Chairman Kurt Kuehn informed Board members on the collaboration with CDC and Main Street with adding a main event tent for future events.

Finance Committee – Board member Jim Bressler stated that the budget under Personnel was still in a deficit and anticipates this would carry over until the end of the year, due to the staffing situation that was budgeted

in the early part of the year. He also reported market share continues to be strong and the occupancy rate for the month of March was up 7% over the same period last year.

Board Chair Hill adjourned the meeting at 8:58 a.m.

WAYNE HILL
Chair

