

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

NOVEMBER 13, 2018

The McKinney Convention and Visitors Bureau Board met in regular session at the MPAC - Noble Hall, 111 N. Tennessee St, McKinney, Texas on November 13, 2018 at 9:00 a.m.

Board members present: Board Chair Bryan Perkins, Vice Chair Connie Gibson, Julie Baublis, Jim Bressler, Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe.

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

Guests: Assistant to City Manager Trevor Minyard and featured speaker Destination Dr. Edward Dramberger.

Board Chair Bryan Perkins called the meeting to order at 9:17 a.m. after determining a quorum was present.

18-964 Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Julie Baublis, to approve the Minutes of the MCVB Board Meeting of October 23, 2018.

18-965 Board & Liaison Reports – Assistant to City Manager Trevor Minyard notified the board of the Bond committee meeting set for November 14, at 6:00 p.m. 2018 State of the City was November 1. For more on the annual report, visit www.mckinneytexas.org/2018report for additional information. The Council work session on December 3 will review KPIs. Board members are encouraged to attend or watch online.

18-966 Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to approve Advertising and Promotional Grant Application submitted by the Heard Museum in the amount of \$5,000 for marketing, advertising and promoting of the redesign of the Heard Museum website.

18-967 Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Vincent Vittatoe, to approve Advertising and Promotional Grant Application submitted by McKinney Tennis Center in the amount of \$4,000 for marketing, advertising and promoting of the 2018/2019 Tournament Schedule.

18-968 Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Connie Gibson, to approve Advertising and Promotional Grant Application submitted by Texas Folklore Society in the amount of \$3,000 per the Marketing Committee recommendation for marketing, advertising and promoting of the TFS Annual Meeting and Membership conference.

18-996 Executive Director Dee-dee Guerra reviewed past recipients of the MCVB Tourism Partners of the Year award and opened the floor for partner nominations for 2018. Board members participated in a ballot vote, awarding Franconia Brewing the 2018 Tourism Partner of the Year to be awarded in early 2019 at the Chamber's annual event.

Board Chair Perkins called for citizen comments; Destination Dr. Edward Dramberger asked about options to sell services to the Drum Core International (DCI). Executive Director Guerra explained at this time the DCI lead is being driven by a citizen of McKinney and that the CVB has been working to ensure we have the available assets in order to host this event during summer months.

Board Chair Perkins called for Board or Commissioner Comments; Board member Jon Dell'Antonio requested the board consider ways to pursue counsel in requesting an additional salesperson. Board member Julie Baublis shared interest in requesting transportation options from Council to assist with the lack of walkability.

Board Chair Perkins adjourned the meeting at 10:16 a.m.

Bryan Perkins
Chair