

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

APRIL 22, 2014

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street, McKinney, Texas on April 22, 2014 at 7:30 a.m.

Board members present: Michael McEntire, Erica Carver, Steve Conlin, Carrie Alfieri, Leslie Warren, Sally Huggins, Hal Harbor, and Shqiprim "Doc" Vranici.

Absent: Sharon Dill.

Staff: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, and Tourism Services Specialist Vanesa Baggett

14-412 Minutes of the McKinney Convention & Visitors Bureau Board Meeting of March 25, 2104. Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Steve Conlin, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Board Meeting of March 25, 2104.

14-413 Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of March 20, 2014. Board members unanimously approved the motion by Board member Steve Conlin, seconded by Board member Leslie Warren, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of March 20, 2014.

14-414 Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of March 21, 2014. Board members unanimously approved the motion by Board member Steve Conlin, seconded by Board member Leslie Warren, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of March 21, 2014.

14-415 Committee Reports. Finance Committee - Finance committee chair Steve Conlin updated board members on the MCVB financials. Conlin stated

the committee reviewed the March operating statement and saw no unfavorable variances and commended Executive Director Guerra for another month of outstanding financial management. They also discussed the budget for FY 14-15 advising that it was reported that the MCVB would receive an overall budget increase of 2% for FY 14-15. Conlin stated that the committee also reviewed two requests for supplemental spending which were: 1.) To draw down the fund balance of \$72 thousand dollars in three installments over the next three years and 2.) As the hotel tax revenue continues to rise to ask for a recurring increase in additional funds to promote to tour operators and meeting planners more aggressively. Conlin also stated the deadline for supplemental requests is in August and that the finance committee agreed to take time to look at ideas on how to stimulate/encourage economic development for tourism. Conlin also advised that the finance committee asked the question about implications of the LaQuinta Hotel in bankruptcy and how it would affect the fund balance. Executive Director Guerra stated she was waiting on a response from the City Finance Director.

Marketing Committee – Staff member Beth Shumate updated board members of the marketing committee meeting. Shumate highlighted new advertising and marketing projects the MCVB has participated in, which include Certified Folder Service, McKinney Magazine, and 2014 Dallas Tea Affair held at the Heard-Craig House. Shumate advised board members of opportunities the marketing committee is considering/investigating to advertise with which are: American Way Magazine, AdInk, Imaginuity and Dallas News Marketing Services. Ms. Shumate reviewed the marketing/advertising projects that were completed highlighting a four minute segment on WFAA's Good Morning Texas, Google Analytics for March 2014, and three segments that aired on KEYE-TV in Austin.

14-416 Board and Liaison Updates.

MCVB Director – Executive Director Guerra reviewed staff accomplishments during the month of March and asked board members to refer to the staff report she had provided.

Chamber of Commerce – Executive Director Guerra reported on behalf of The McKinney Chamber of Commerce highlighting the following upcoming events: NYP After Hours, Competitive Edge, Transportation Hall, and Benefits and Breakfast.

Main Street & MPAC – Executive Director Guerra reported on behalf of Main Street & MPAC and highlighted the following:

- The Dallas Morning News' Guide Section will feature Downtown McKinney. Joy Tipping has a weekly column in which she highlights different places of interest, and she is devoting the article on April 25 to her top 10 picks for Downtown McKinney.
- Friday, May 2, MPAC welcomes the retro jazz-age orchestra, The Singapore Slingers. This 18 piece band specializes in music from the 1920's & 30's. We will have Model-A cars parked in front of the building and a 'Roaring 20's' costume contest.
- Saturday, May 3, MPAC hosts 3rd annual Juried Art Show. This show helps MPAC build a permanent and public art collection to enhance visitor's experience.
- Sunday, May 4, MPAC and Main Street support Bien Salsa for their Cinco De Mayo Street Festival. This family event will showcase Mexican artisans and folklorico.
- Friday, May 23, 5th Annual Bike the Bricks. Cyclists register from around the world – New Zealand, Columbia, Mexico – to race in Texas' largest crit for a purse of \$25,000. They have enhanced activities to increase spectators – food trucks, craft beer and a kids cycling area.

14-417 Consider/Discuss/Act Proposed Supplemental Request for Budget FY

14-15. Board Member Alfieri referred to the supplemental requests stating that she did not think it would be wise to spend the fund balance just to spend it and addressed the idea of applying those funds to items that would aid the community which in turn would help boost tourism. Ms. Alfieri opened the floor for discussion as to what attraction/project board members thought could potentially be good to bring to McKinney. After much discussion, board members agreed to defer voting on the supplemental budget to a later meeting, but prior to August 2014. Director Conlin stated that board and staff should work on a needs assessment study then, determine how to make that happen. Director Harbor suggested having a study completed on opportunities that would benefit McKinney. Director Vranici stated that he would have the development committee work on getting RFPs for a cost study. Executive Director Guerra advised board members about one item that staff members had discussed utilizing funds from the fund balance as a one-time expense would be to upgrade the software program used to track sales and leads.

There were no citizen's comments.

Councilman Pogue advised board members that council has an upcoming meeting to discuss the transition of the City Managers position and the direction they are going to take.

Board Chair McEntire adjourned the meeting at 8:56 a.m.

Michael McEntire
Chair