

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

November 11, 2016

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting on November 11, 2016 at 200 W. Virginia Street, McKinney Texas.

In attendance were Board members: Jennifer Estes & Connie Gibson

Staff: Executive Director Dee-dee Guerra & Communications Manager Beth Shumate

The meeting was called to order at 1:10 pm

The Committee reviewed the following items:

1. TDA (Texas Downtown Association) Video by Paul Reynolds and an additional downtown McKinney video he did for us to use. We'd like to be able to do additional videos about other aspects of McKinney and one overarching video of the whole city from a tourism perspective.
2. McKinney Courier Gazette newspaper Home for the Holidays Ad featuring MIM Store. - \$155
3. Louisiana Life Magazine- \$1500 expenditure that will include a digital component to track ROI.
4. Sports Destination Magazine Ad. Staff & Committee agreed to continue to do the \$95 listing in the magazine but no print ad; just not our market.
5. VisitWidget- An app that interfaces with your website and allows visitors to build & an itinerary from the events posted on the website and plot out a route, too.

The MCVB Marketing Committee meeting was adjourned at 2:25 pm

Jennifer Estes
MCVB Marketing Committee Chair