

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

MAY 24, 2016

The McKinney Convention and Visitors Bureau Board met in regular session at the Heard Natural Science Museum and Wildlife Sanctuary, 1 Nature Place, McKinney, Texas, on May 24, 2016, at 7:30 a.m.

Board members present: Sally Huggins, Cricket Killingsworth, Susan Brusa, Wayne Hill, Melissa Moreno, and Jim Bressler.

Absent: Hal Harbor, Bonnie Tinsley, and Jennifer Estes.

Staff Present: Executive Director Dee-dee Guerra and staff members Sue Davis, Vanesa Rhodes and Beth Shumate.

Guests: Councilman Branch, Councilman Rogers, City of McKinney – Senior Financial Services Trevor Minyard and Director of Strategic Services Chandler Merritt, Eric Nishimoto, and Danny Meyer.

Vice Chairman Killingsworth called the meeting to order.

Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Wayne Hill, to approve the following minutes:

- 16-546** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of March 22, 2016.
- 16-547** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of March 18, 2017.
- 16-548** Presentation from Eric Nishimoto - Update on the Sestercentennial Event. Mr. Nishimoto updated board members on the Collin McKinney Sestercentennial activities that had taken place in April. He stated the cities participating in the events were: Allen, Anna, Celina, McKinney, Murphy, and Van Alstyne. The kickoff event took place at the McKinney Chamber annual banquet in which the debut of Collin McKinney: Man of Vision video was shown. In addition, Mr. Nishimoto reviewed the events that will coordinate with this celebration throughout the remainder of the year.

16-549 Executive Directors Report – Executive Director Guerra reviewed the staff reports from March and April 2016 as well as gave a recap of 2Q16 accomplishments. In addition, Ms. Guerra advised Board members that Pedi Cabs are now available on the weekends in downtown McKinney. Councilman Branch commented that he was appreciative of the accomplishments that the MCVB staff had attained and thanked the Board and staff on their dedication to selling McKinney and for providing detailed reports. Executive Director Guerra advised Board members that she would be attending the TTIA travel college conference in late June, therefore there would not be a June MCVB Board meeting.

16-550 Board and Liaison Reports

Finance Committee Report – Committee Chair Wayne Hill reviewed March financials with Board members and advised that the MCVB was tracking as expected. Mr. Hill also gave an update on the proposed budget for FY 16/17, stating there was a slight decrease due to new car allowances no longer being permitted.

City of McKinney – Chandler Merritt advised that City Council had selected the new city manager who would begin August 1, 2016. Mr. Merritt also invited everyone to attend the Bike The Bricks event that would take place in downtown McKinney on May 27, 2016. In addition, Mr. Merritt stated that the budget process would continue to go through September 2016.

Main Street/MPAC - MCVB Executive Director Guerra reported on behalf of Main Street/MPAC stating that the upcoming Bike The Bricks event will include an “egg fest” (Big Green Egg Cook-Off) at KitchenWares on the Square and live entertainment. Guerra advised that the street closures for the race would begin late Thursday evening and the race would begin at 3 p.m. on Friday.

MCDC – MCDC liaison Michelle Gamble stated the next MCDC Board meeting would be held in Council Chambers at 8 a.m. on May 26, 2016.

Gamble stated their Board would be hearing from three project applicants. In addition, Gamble advised that MCDC is currently finalizing the production of their 20th anniversary video.

McKinney Chamber of Commerce – MCVB Executive Director Guerra spoke on behalf of the Chamber. Ms. Guerra introduced Danny Meyer, a college intern who is currently working at the chamber offices. Guerra advised the chamber is accepting applications for McKinney Leadership class through June 1. In addition she advised Board members that the annual Serve McKinney open house would take place on June 9.

16-551 Consider/Discuss/Act on Approval of Proposed FY 2016-2017 MCVB Budget. Board members unanimously approved the motion by Board member Wayne Hill, seconded by Board member Susan Brusa, to approve, with amendments of the Sales Position to reflect \$69,212 versus \$72,212, the proposed FY 2016-2017 MCVB Budget.

Vice Chair Killingsworth asked for a motion to adjourn the meeting. Board member Bressler made the motion with a second from Board member Hill. The meeting was adjourned at 8:50 a.m.

Cricket Killingsworth
Vice Chair