

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

JANUARY 26, 2016

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia Street, McKinney, Texas on January 26, 2016 at 7:30 a.m.

Board Chair Harbor called the MCVB board meeting to order at 7:38 a.m.

Board members present: Sally Huggins, Hal Harbor, Bonnie Tinsley, Cricket Killingsworth, Jennifer Estes, Susan Brusa, Wayne Hill, Melissa Moreno, and Jim Bressler.

Absent: None

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

Guests: Councilman Rainey Rogers, Councilman Chuck Branch, and MCDC Liaison Michelle Gamble.

Board members unanimously approved the motion by Board member Cricket Killingsworth, seconded by Board member Susan Brusa, to approve and refer the following minutes:

- 16-115** Minutes of the McKinney Conventions & Visitors Bureau Board Meeting of December 8, 2015.
- 16-116** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of December 4, 2015.
- 16-117** MCVB Executive Director's Report. Executive Director Guerra reviewed her staff report with board members. Guerra highlighted that the MCVB was honored with Convention South's Prestigious Top New/Renovated Meeting Site Award. Ms. Guerra also advised board members that only 50 meeting sites and destinations in the South were selected to the Top 50 in 2015. In addition, Executive Director Guerra informed board members that the MCVB along with McKinney Main Street and the

Sheraton had secured the meeting site bid for the Texas Downtown Association's annual conference to be held in November 2017.

16-118 Board and Liaison Reports

Chair Report – Board Chair Harbor suggested that future board meetings be held at the various attractions and hotels in McKinney in order for board members to become more familiar with venues in McKinney.

Finance Committee – Committee Chair Hill reviewed the MCVB financials with board members stating that the budget is on track and that, overall, the hotels rates and occupancy have increased year-over-year.

City of McKinney – Councilman Rogers informed board members on the development of the nine acres off Hwy 5. In addition, he stated there will be a public hearing for the parking garage on February 2, 2016.

MCDC McKinney – MCDC liaison Michelle Gamble advised board members that the MCDC board would be hearing from 10 promotional grant applicants at their next board meeting and stated the board would vote on recipients at their February 2016 meeting. Ms. Gamble also informed board members that MCDC is celebrating their 20th anniversary in April.

Chamber of Commerce – Executive Director Guerra spoke on behalf of the chamber advising board members that the Annual Chamber Award banquet would be held on February 19, 2016.

16-119 Consider/Discuss/Act on Tourism Partner of the Year Chamber Award Recipient. Board members unanimously approved the motion by board member Jennifer Estes, seconded by board member Sally Huggins, to select Local Yocal as the 2015 MCVB Tourism Partner of the Year Chamber Award Recipient.

Board Chair Harbor adjourned the meeting at 8:31 a.m.

HAL HARBOR
Chair