

*The mission of the McKinney Convention and Visitors Bureau is to market McKinney as the Destination of Choices*

**MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

**REGULAR MEETING**

**September 27, 2010**

The MCVB Board met for a Regular Meeting in the McKinney Economic & Development Conference room on September 27, 2010.

Present were: Directors Ian Dockrill, George Lodge, Heidi Zuber, John Rattan, Angie Bado, City Finance Liaison Jason Weeks, and guests MCDC Board member Tracy Rath, and MEDC President/CEO David Pitstick. Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, absent were Directors Colleen Via-Friend, Erica Tate, and Trae Gardner; City Council Liaison Ray Ricchi; and Staff Tourism Sales Manager Dee-Dee Villanueva and Communications Manager Beth Shumate.

**Call to Order**

Director Dockrill called the meeting to order at 3:02 PM. Director Dockrill thanked Director Zuber for her service to the MCVB Board advising board members that Director Zuber's term is completed at the conclusion of meeting.

**Introductions**

**10-059**

Director Dockrill acknowledged guests Tracy Rath, KK Taylor, and David Pitstick and moved to the next item on the agenda.

**Approval of Minutes of Regular Board Meeting August 23, 2010**

**10-060**

Director Dockrill asked for a motion to approve minutes from the August 23, 2010 MCVB Board meeting. Director Bado made the motion to approve with a second made by Director Rattan. The minutes were approved unanimously. No further action needed.

**Presentation – Bloomin' to Boomin', A Celebration of Crape Myrtles, Culture and Coolness - K.K.**

**Taylor**

**10-061**

K.K. Taylor spoke about the history and background of Bloomin' & Boomin' and how plans for this city-wide event began. Ms. Taylor stated what was originally planned as a one week event has manifested into a month-long celebration beginning the first weekend in June and ending with Red, White, & BOOM on July 4th weekend. Executive Director Bayes updated board members on the marketing of this event. No further action required.

**Committee Reports**

**10-062**

*Marketing Committee* – Executive Director Bayes advised board members the new MCVB visitors guide was printed with new cover art, text updates and the Money Magazine “No. 5 Best Place to Live in America” logo on the front cover. No further action needed.

*Development* – Director Rattan stated the development team continues to work on developing McKinney as a destination as well as direction for bringing visitors to McKinney. Director Rattan stated that the MCVB is 100% economic development and the goal is to get other's to come to McKinney, stay overnight, and spend their money here. No further action needed.

*Finance* – City liaison Jason Weeks updated board members on hotel taxes. Weeks also advised board members the revised MCVB budget for 2010-2011 has been approved by council. No further action needed.

**Consider/Discuss/Act – MCVB End-of-Year Review**

**10-063**

Executive Director Bayes reviewed the year’s activities of sales calls, events, press releases/communication, advertising, and the efforts the CVB has put forth to increase and expand tourism; attract visitors; and encourage tourism. Executive Director Bayes advised board members that she serves on the board for both TACVB and DFWATC. No further action required.

**Consider/Discuss/Act – MCVB Luncheon**

**10-064**

Executive Director Bayes asked board members to brainstorm about a CVB Luncheon. Bayes stated a “Meet the CVB” luncheon would be a way to get citizens to understand who the CVB is and what we do. Action needed: follow up at next MCVB board meeting.

**Consider/Discuss/Act – Director’s Report on Existing Projects, Initiatives and Events**

**10-065**

Executive Director Bayes advised board members she will be traveling to Florida at the end of the week to attend the AARP conference and that staff member Dee Dee Villanueva will be traveling to Austin with the sales manager from the Grand Hotel to makes sales calls. No further action required.

**Citizens Comments**

**10-066**

MEDC President/CEO David Pitstick updated board members on projects that the MEDC is currently working on. Mr. Pitstick stated that he was confident the legal issues with the gateway project would be resolved by 2011. He also stated that MEDC was trying to break into the international market in order to bring more business to McKinney. Mr. Pitstick opened the floor for questions from the board. There was discussion regarding hotel/conference center status and location, road improvements in the city, retail/restaurants, and the need for attractions in the city to encourage more visitors to come and stay in McKinney. MCDC board liaison Tracy Rath updated board members on funding given out from the CDC. No further action needed.

**ADJOURN**

There being no further business, Director Dockrill moved for a motion to adjourn. Director Rattan made the motion and Director Bado seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 4:35 p.m.

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Ian Dockrill            Date  
Board Chair

**The next scheduled MCVB Board meeting will be held Monday, October 25, 2010, at 3:00 p.m. at The Holiday Inn Hotel & Suites, 3220 Craig Drive.**