

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

FEBRUARY 23, 2016

The McKinney Convention and Visitors Bureau Board met in regular session at the Holiday Inn Hotel & Suites, 3220 Craig Drive, McKinney, Texas on February 23, 2016 at 7:30 a.m.

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

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

Absent: Jennifer Estes and Wayne Hill.

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

Guests: Councilman Branch, Angie Bado, Trevor Minyard of City Finance, MCDC Executive Director Cindy Schneible, Ryan Miyamoto and Dawn Peterson of the McKinney Sheraton Hotel, and Main Street/MPAC Director Amy Rosenthal.

Board members unanimously approved the motion by Board member Sally Huggins, seconded by Board member Jim Bressler, to approve and refer the following minutes.

- 16-221** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of January 26, 2016.
- 16-222** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of January 22, 2016.
- 16-223** **Presentation from Dawn Fisher-Patterson of the McKinney Sheraton Hotel.** Director of Sales for the McKinney Sheraton Hotel, Dawn Patterson informed board members that the Sheraton has been open for almost one year and during that time they have experienced explosive growth. Patterson stated their client base is a mix of 50/50 between corporate business and SMERF (Social, Military, Educational, Religious, and Fraternal) business. Ms. Patterson stated in 2016, their projection of business will be 71% Corporate and SMERF for the remaining. She also

stated that the association business will not come to fruition until 2017/2018 since association meeting planners book from one to two years in advance. Board member Bressler asked how the CVB could help in growing their business. Patterson stated one of their biggest obstacles was the need of walkability for clients to see and do things near the hotel. Another hurdle they face is conveying that McKinney is not as great a distance from Dallas/Ft Worth as many meeting planners and corporations believe it to be.

16-224 Presentation from Angie Bado on Collin McKinney Sestercentennial

Update. Ms. Bado stated the Collin McKinney Historical Alliance has been working for three years to celebrate Collin McKinney's 250th birthday in 2016. Bado advised the celebration will take place on April 16, 2016 with a focus on education, tourism, and economic development within the city. In addition, Ms. Bado informed board members of the many events that will take place during the celebration including an ornamental cake walk, a BBQ bash cook-off, an exhibit at the Collin County Historical Society Museum and many other activities.

16-225 MCVB Executive Director's Report.

Executive Director Guerra reviewed her staff report with board members. Guerra highlighted the following from the report: the CVB received eight RFPs from attending Southwest Showcase; HOT Tax for FY 2015/2016 1Q was up 70.78%; the Marriott Town Place opened February 22, 2016; and Marcos Pizza was featured on Undercover Boss with the reveal taking place at the Cotton Mill, giving McKinney great national exposure and great numbers for MCVB social media. She also advised board members that WFAA's Good Morning Texas will be showcasing the McKinney Segway Tours in downtown McKinney with a 4 minute feature, pitched by the MCVB.

16-226 Board and Liaison Reports

Chair Report – Board Chair Harbor thanked staff member Beth Shumate for writing the speech for the MCVB's Tourism Partner award presented

at the Chamber of Commerce annual awards banquet. Chair Harbor advised board members that their job is to be involved in being aware of the facilities available in McKinney, thanking Holiday Inn Sales Director for the hospitality of allowing the CVB to hold the board meeting at the hotel. Furthermore, Harbor stated the board needs to be engaged looking for organizations that would benefit from a great city like McKinney.

Finance Committee Report – Board member Bressler reported on the finances stating that HOT Tax for December 2015 had increased year-over-year, recognizing that the Sheraton Hotel drove a lot of that business/increase. In addition, Mr. Bressler advised board members that the Made In McKinney store sales slowly continue to decrease from year-over-year sales.

City of McKinney – Councilman Branch reported that during Council work session, the Council discussed forming a committee to determine the needs of parking in downtown. In addition Councilman Branch stated that Council is working on city goals and assigning a timeline to those goals. Board member Killingworth asked Mr. Branch to update the status of public transportation in McKinney. Branch stated the City Council declined to implement the 90-day agreement with DART, stating that it was not financially a good permanent solution with the city.

Main Street/MPAC – Director Rosenthal thanked the CVB for their continued support and assistance in promoting downtown events. Ms. Rosenthal updated board members on upcoming events taking place in downtown McKinney, highlighting Arts in Bloom which will take place in April. Rosenthal also announced that the McKinney Main Street had been recognized for the 12th time as a Nationally accredited Main Street organization.

MCDC McKinney Chamber of Commerce – MCDC Executive Director Cindy Schneible informed board members that MCDC offers two types of

grants to organizations: 1) Promotional and 2) Project. Ms. Schneible updated board members on the status of promotional grants requested from MCDC in January, advising that her board would vote on the requests at their next board meeting as well as hear presentations for the project grant requests they have received. Schneible advised board members that the Aquatics Center is on target to open in December 2016. She also gave an update on the Retail Coach.

Board Chair Harbor adjourned the meeting at 8:55 a.m.

HAL HARBOR
Chair