

VISIT MCKINNEY BOARD

REGULAR MEETING

AUGUST 27, 2019

The Visit McKinney Board met in regular session at the The RoseMary Barn, 1770 RoseMary Barn Lane, McKinney, Texas on August 27, 2019 at 8:00 a.m.

Board members present: Jim Bressler, Bryan Perkins, Jon Dell'Antonia, Vincent Vittatoe, Sally Huggins, who left the meeting at 9:03 a.m., and Connie Gibson who joined the meeting at 8:16 a.m.

Absent: Michelle Gamble

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, McKinney Assistant City Manager Barry Shelton, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, and City Council Liaison Rick Franklin who joined the meeting at 8:14 a.m.

Board Chairman Perkins called the meeting to order at 8:13 a.m. upon determining a quorum was present.

Board Chairman Perkins called for approval of the minutes of the Visit McKinney Board Meeting of July 23, 2019. Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve and refer the following consent items:

19-0714 Minutes of the McKinney Convention and Visitors Bureau Meeting of July 23, 2019.

19-0715 Board Chairman Perkins called for Board and Liaison Updates
City of McKinney – Assistant City Manager Barry Shelton gave an update on the budget process. There was a public hearing on the tax rate and the proposal is a reduction of the property tax rate of just under a penny. There will be other upcoming opportunities for public hearings and public meetings on the tax rate. Shelton encouraged any comments regarding the tax rate to be shared. The City is looking to increase the number of police officers, firefighters, and other employees as needed to provide

better service as a City. Shelton mentioned the previous night's Boards and Commissions appointment meeting and asked if Visit McKinney has been told about any changes. Executive Director Dee-dee Guerra replied that she attended the meeting and the Visit McKinney Board stayed the same. In addition, an alternate was appointed to the board, Mrs. Tamra Gaines. Mrs. Gaines will bring insight and experience to Visit McKinney as she is a meeting planner for Meetings Planners International (MPI). An alternate can come to the meeting but cannot participate unless someone from the Board is absent. Mrs. Gaines' appointment is effective October 1, 2019. Assistant City Manager Shelton continued to highlight ongoing projects downtown like the parking study during which, as happens about every three years, parking spaces are counted, occupancy levels are assessed, and parking issues are identified. Along with that, the wayfinding signs are being discussed to make it easier to locate parking spaces. Shelton answered a question about current occupancy of the Chestnut Square parking garage and said that it never exceeds 25 percent occupancy. It is expected that better signage will increase utilization of that parking garage. The parking garage at Davis on the Square regularly has about a 50 to 75 per cent occupancy. Shelton suggested that if all City employees are parking in the garage at Chestnut Square, more surface parking lots will be available for visitors. In addition, a street parking turnover study is being conducted to see how long people are actually parking on the street. The first of this kind of study was done in 2006 before the three-hour parking limit was implemented and then again after the parking limit went into effect. The goal was to reduce long-term parking on the street and have more turnover for restaurants and retailers. In other updates, the construction at the John and Judy Gay Library is moving forward, including a connection between the park and the library and additional parking. A 12-foot-wide hike and bike trail will be an event space for the library and the

Parks department. The expansion will roughly double the size of public space at the library. It will also have a roll up door and an outdoor patio on the east side of the building so programming can extend from the children's area to the patio. The downtown Hall library will receive a courtyard revamp with some hardscaping using decomposed granite; chairs can be set up for courtyard concerts, receptions, and other programming. The project is funded by a gift to the library from a private citizen. Board member Dell'Antonia requested an update on the resort hotel construction in Craig Ranch and Shelton cited an email that the September goal has been moved back to November due to the hotel working on the loan. Dell'Antonia asked if the City is ready to announce where the new City Complex will be built but Shelton explained that there are still pieces of land being considered for purchase, and in order to prevent price markups, the location will not be disclosed just yet.

MEDC – No representatives from MEDC were present, so Board Chairman Perkins asked Board Members to refer to their respective attached reports.

MCDC – No representatives from MCDC were present, so Board Chairman Perkins asked Board Members to refer to their respective attached reports.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal reported that they did receive the funding from Texas Commission on the Arts and MCDC for the neon signs that she showed renderings to the board a couple of months ago and that they will move forward with the installation. The signs fall outside of the City's sign ordinance and Rosenthal will go to City Council next week to get input from the Council. Two of the signs will help with finding parking in downtown McKinney. The pole sign near Mitchell Park by parking lot #2 will be a great photo opportunity. The rooftop sign on the parking garage will help identify the Cultural District and capture the eyes

of the drivers of 50,000 vehicles per day that go past that area and signal to the public that we are open for business at night. The three neon signs are different from the wayfinding signs and board member Dell'Antonia asked for a timeline on the wayfinding signs. Shelton replied that they are currently being studied and that the study should be finished this summer, including when the signs should go in. Then Funding needs to be secured, too, before they can be installed. In the meantime, a few wayfinding signs in the old style design have been installed to get people to the garage. Rosenthal answered a question that the neon signs will be made by a business in North Texas called Mello Sign Company that has made neon signs for places all over the state. Rosenthal talked about the Valet Parking as it is coming to the end of the trial period. About 4,000 vehicles have used the program. The feedback from patrons has been outstanding and the feedback from downtown businesses has been very positive. Main Street will take it to Council on how to continue with the program. Rosenthal answered a question on whether the valet parking has impacted the service DASH provides and she said that each service provides a different purpose and due to decreased funding for DASH this year, further studies must be done to optimize when the service will mostly be used. Currently the DASH is operating Thursday, Friday and Saturday as there is virtually no demand on Tuesdays and Wednesdays. Also they need to determine whether Thursday is a better day for use than Sunday. Rosenthal continued that on September 18, the Cultural District Panel will host guest speakers from Houston, Dallas, and Waco in the form of a Lunch and Learn. Executive Director Guerra encouraged board members to continue to sign up for this event as emailed out last week. Rosenthal further reported on a virtual town hall that is open until August 30 regarding the Capital Improvement Programs (CIP) downtown to include infrastructure improvements on Louisiana Street and concepts on Tennessee Street for pedestrian areas. The improvements on

Louisiana Street are designed for improved ADA access. The pedestrian area on Tennessee Street has a lot of potential for downtown and can be closed off for gatherings and will be enhanced by trees and lightening. The pedestrian areas always have to be accessible for fire and daily deliveries to businesses, but discussions range from closing it off only on the weekends to potentially all the time. Additionally, Rosenthal mentioned some renderings for Johnson Street connecting the downtown area with Davis at the Square making the alley between Mellow Mushroom and The Pantry more attractive. On September 13 there will be a free public concert by Gina Chavez at Davis at the Square. Oktoberfest will be September 27 - 29, 2019 and the McKinney to Munich promotion is an exciting part. Guerra reported that to date there are 8,000 entries and 1,800 people have come to the website so far.

Jerra Longmire, Manager of the RoseMary Barn gave a brief overview of the history of the RoseMary Barn and current usage and occupancy rates.

Visit McKinney Finance Committee – Board member Bressler informed that Visit McKinney currently is below budget for the year; however, a lot of payments are due and Executive Director Guerra has been paying bills in the month of August. In September, there should be a more accurate picture available once all payments have been made but the prediction for the entire budget year is that Visit McKinney is either right at budget or slightly below. On the revenue side, Bressler stated the occupancy rate is up 1.3 per cent for July. There is more consistency in the growing trends versus what happened through the year 2018 and 2019, and Bressler read the surrounding town numbers, indicating Allen had a slow month, Frisco was unchanged, and Plano was down by almost 2 percent. Bressler explained that Frisco does not lose occupancy because of the corporate business they have attracted which allows for high-end brands to move in and room rates to be raised. McKinney's occupancy rate was

71.5 percent, Frisco's was 70 percent, Plano's was 74 percent and Allen's was 72 percent which Bressler classified as all being in the same general ballpark. Bressler praised Guerra and her staff for increasing room nights to 714 up from last year's 499. The HOT Tax was slightly ahead and Bressler labeled July as a pretty good month.

Visit McKinney Marketing/Development Committee – Bressler asked for updates from the Marketing committee and Guerra mentioned the awards that were won at this year's TACVB conference and that the committee was tasked with a tagline which will be discussed in detail during the strategic planning session. Guerra updated from the HR Committee that the changes to the KPIs have been made and the increase in the number of room nights will stay at 5 percent.

19-0716 Executive Director's Report – Executive Director Guerra explained the upcoming vote concerning the name change to Visit McKinney; it will be listed as a DBA. Staff assisted with Red, White, and Boom, driving council members, passing out cooling towels, and taking pictures. Staff is creating coupon sheets in cooperation with the downtown merchants to be put in the welcome bags when groups come to McKinney. Staff submitted a 500-word article to Meeting's Today Magazine: Annual CVB and DMO issue and the SEM program is growing strong with increased visits to the website. McKinney to Munich Promotion stats were given earlier and Guerra encouraged board members to sign up for the booth at Oktoberfest. Communications Manager Shumate and Guerra both attended travel college, Shumate as a first-year attendant. Guerra praised Sales Manager Rhodes' hard work in sales, talked about the upcoming DCI (Drum Corps International) announcement and that eight world class drum corps will be in McKinney. She also mentioned that Coach Pratt referred business to McKinney, a summit of security people from all over the U.S., meeting here February 4-6, 2020; about 150 people will stay at the Sheraton. Rhodes is currently at Connect Tour.

Guerra reported that two groups, Texas AgriLife and the Southwest College Football Officials were here last month. BREP joint sales calls are producing amazing benefits.

- 19-0717** Board Chairman Perkins called for a motion to Consider/Discuss/Act Authorizing the McKinney Convention and Visitors Bureau Executive Director to Obtain and File an Assumed Name Certificate for the McKinney Convention and Visitors Bureau, Inc. to Conduct Business as "Visit McKinney", and Notify all Parties Necessary of Such Change. Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve the Visit McKinney Board giving Executive Director authorization to obtain and file an assumed name certificate for the McKinney Convention and Visitors Bureau, Inc. to conduct business as "Visit McKinney" and notify all parties necessary of such change.

Board Chairman Perkins called for Citizens Comments. There were none.

Board Chairman Perkins called for Board or Commissioner Comments. There were none.

- 19-0718** Strategic Planning Session - Board members discussed and revised goals and the strategic plan set forth for Visit McKinney FY 2019/2020 to be scheduled for consideration/adoption at the October 2019 board meeting.

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Connie Gibson, to Adjourn.

Board Chairman Perkins adjourned the meeting at 11:35 a.m.

Bryan Perkins
Chair