

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

MARCH 26, 2013

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street, McKinney, Texas on March 26, 2013 at 7:30 a.m.

Board members present: George Lodge, Trae Gardner, Angie Bado, Michael McEntire, Shqiprim "Doc" Vranici, Steve Conlin, and Sharon Dill.

Absent: Linda Fogg and Erica Carver.

Staff present: Interim Executive Director Dee dee Guerra, Tourism Services Representative Vanesa Baggett and Communications/Marketing Manager Beth Shumate.

Guests were: Colleen Smith, MCDL board liaison; CoCo Good, Director of McKinney Communications; and Rodney Rhoades, Director of City of McKinney Finance.

Board chair Bado called the MCVB board meeting to order at 7:32 a.m.

- 13-297** Minutes of the McKinney Convention & Visitors Bureau Meeting of February 26, 2013. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Michael McEntire, to approve the minutes from the February 26, 2013 MCVB board meeting.
- 13-298** Chair Report - Board Chair Bado advised board members that she and Interim Executive Director Guerra met with McKinney Chamber Director Jodi Ann LaFreniere to discuss potential projects that the Chamber and the MCVB can work on together. Bado stated they also discussed having a joint quarterly meeting to focus on similar synergies.
- 13-299** Director's Report - Interim Executive Director Guerra reviewed highlights from staff accomplishments and asked board members to refer to the staff report. Guerra also advised board members that staff had worked

closely with Greenbriar Corporation and was able to secure hotel rooms from them during the month of February in addition to revenue generated from their visit to various shops in the downtown shopping area. Ms. Guerra advised board members that the MCVB was in search of a janitorial service company to clean the MCVB office. She stated that four cleaning quotes were submitted and the MCVB planned on asking The Office Butlers (one of the companies that had submitted a quote) to provide cleaning services for the MCVB. Guerra also advised board members that she would be presenting to City Council on April 2, 2013 to give an update on the MCVB.

13-300

Committee Reports: Finance, Marketing & PR, and Development.

Finance - Board member McEntire asked board members to refer to the handout of the updated operating budget that would go before council and reviewed with board members the changes on the budget. McEntire also stated the finance committee was currently working on a preliminary budget for FY 13/14 stating that it was a work in progress. Board member McEntire advised board members that the finance committee and staff were looking into the possibility to fund a part-time position at the MCVB.

Marketing - Board member Gardner reviewed marketing achievements, highlighting that staff was currently working on a redesign of the sales flyer used for sales calls. Gardner also updated board members on MCVB marketing efforts with the magazine Tea In Texas and Main Streets Historical Walking Tour guided by QR Codes.

Development - Board member Vranici asked board members to review the hand out of the MCVB bylaws stating the recommended changes from the development committee were indicated in red. Vranici stated that the development committee would be meeting again to finalize the by-law document in order to present to City Council.

- 13-302** Liaison Report. MCDC liaison Colleen Smith stated that MCDC has received many requests for assistance and the board would vote on those proposals at their upcoming meeting, in addition one of their main focuses was to create a survey for the community to confirm that MCDC was working on the projects that were important to the community. Chamber liaison, Board member Dill, stated the next event that the chamber was focusing on was the WAM Bam Crawfish Boil & Gumbo Cook Off that will take place at Stonebridge Ranch Country Club. In addition, Dill advised the Chamber Golf Tournament would take place the first week in June. Interim Executive Director Guerra gave an update on MEDC regarding a recent trip that Abby Liu had taken to California as well as business retention that John Valencia had been working on. Board Chair Bado gave an update regarding the Collin County Airport, stating that it was one of the airports targeted to have their tower shut down by the federal government due to lack of funds; however, the city had agreed to fund the airport tower for the next several months, if needed. Bado also updated board members on upcoming Main Street events - highlighting "Lunch on the Lawn" every Friday during the months of April and May as well as a Main Street Information Event exhibit that will take place on March 28th from 5-7pm.
- 13-304** Consider/Discuss/Act on Retail Proposal at MCVB. Board members unanimously approved the motion by Board member Michael McEntire, seconded by Board member Shqiprim "Doc" Vranici, to approve moving forward with the Retail Proposal made by Windy Gallagher.
- 13-305** Consider/Discuss/Act on Re-appropriation of \$16,500 from Fund Balance to MCVB Budget. Board members unanimously approved the motion by Board member George Lodge, seconded by Board member Shqiprim "Doc" Vranici, to approve the Re-appropriation of \$16,500 from the MCVB Fund balance to the MCVB Budget.

13-306 Consider/Discuss/Act on Amending the Fiscal Year 2012-2013 Annual Budget to Fund One Additional Part-Time Staff Position. Board members unanimously approved the motion by Board member Michael McEntire, seconded by Board member George Lodge, to approve funding to the MCVB for an additional part-time staff position.

There were no citizen's comments.

Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Michael McEntire, to adjourn the MCVB board meeting. The motion carried and the meeting was adjourned at 8:31 a.m.

ANGIE BADO
Chair