

## **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

### **REGULAR MEETING**

**JANUARY 23, 2018**

The McKinney Convention and Visitors Bureau Board met in regular session at TPC Craig Ranch, 8000 Collin McKinney Parkway, McKinney, Texas on January 23, 2018 at 8 a.m.

Board members present: Sally Huggins, Jennifer Estes, Jim Bressler, Bryan Perkins, Connie Gibson, and Julia Baublis.

Absent: Hal Harbor

Staff: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, and Staff Assistant Sue Davis.

Guests: City Manager Paul Grimes, Assistant to the City Manager Trevor Minyard, Senior Financial Analyst Eric Corder, MCDC Secretary Hamilton Doak, McKinney Main Street Director Amy Rosenthal, Heard-Craig Center for the Arts, Executive Director Karen Zupanic, Collin County History Museum Executive Director Mary Carole Strother, Kiwanis Club of McKinney representatives Dennis Williams and Brandon Herbison, and Miles Prestemon and David Craig of Craig International.

Board Chair Sally Huggins called the meeting to order at 8:05 a.m. after determining a quorum was present. Ms. Huggins welcomed guests and thanked the TPC staff for allowing the MCVB to hold the January 2018 board meeting at their venue.

Board members unanimously approved the motion by Board member Bressler, seconded by Board member Estes, to approve the following consent items:

- 18-051** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of November 28, 2017.
- 18-052** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of November 27, 2017.
- 18-053** Minutes of the McKinney Convention & Visitors Bureau Marketing & Development Committee Meeting December 13, 2017.
- 18-054** Presentation by David Craig about the Craig Ranch Resort Hotel and Conference Center Project and the McKinney Corporate Center at Craig

Ranch. Mr. Craig also gave a brief history of the Craig Ranch development. He stated the TPC golf course is in partnership with PGA Tours and has some ownership at the TPC. Mr. Craig indicated he was excited to see the development at Craig Ranch coming to fruition and for the events that will come to TPC over the next three to four years. He also advised Board members the new resort hotel would have access to the TPC via a corporate membership or a bulk contract. Mr. Miles Prestemon gave a presentation on the resort hotel scheduled for construction at Craig Ranch. He stated the developers of the resort hotel will present to the Marriott Board on February 8<sup>th</sup> and expect an approval with an Autograph Flagg. Mr. Prestemon thanked the MCVB Board and Executive Director Guerra for input on the conference room space, indicating the split design for the 10,000 square foot space has been altered to be one ballroom that is divisible. In addition to the conference space, there will be both indoor and outdoor pre-function areas as well as two small boardrooms and six breakout-meeting rooms. Ms. Guerra asked if they would consider bringing the Craig Ranch trolleys back into circulation. Mr. Craig stated that decision would be up to the homeowners association.

**18-055** Board & Liaison Reports

City of McKinney- City Manager Paul Grimes informed Board members that City Council would meet on February 2 for the annual strategic workshop. Mr. Grimes also gave an update to the board on the status of the McKinney National Airport, advising that Council is working on wrapping up the master plan for the airport and the plans to move forward with the closing on the purchase of 190 acres for airport use.

MCDC Liaison – MCDC liaison Hamilton Doak informed Board members of the increase in funds for MCDC grants, stating they will now have two \$75,000 grant cycles.

MPAC – Main Street/MPAC Director Amy Rosenthal thanked the MCVB

staff for the support of the MPAC bridal show stating the show was a great success and exceeded their expectations in attendance. Additionally, Ms. Rosenthal advised board members of upcoming events.

Finance Report – Committee chair Jim Bressler recapped the November & December financials, stating the FY 1Q numbers were completed. Bressler advised Board members the HOTTAX for October and November is up year-over-year. Mr. Bressler advised about the two new hotels opening in Spring 2018 - the Hilton Home 2 and Springhill Suites.

Marketing & Development Report – Committee Chair Estes advised board members the committee had met to discuss the promotional and grant applications. Ms. Estes advised that Chestnut Square had withdrawn its application due to changes in the scope of their event. The funds that the committee recommended to award Chestnut Square will be held over to the next grant cycle. Ms. Estes stated the committee was making the following recommendations for the disbursement of the marketing and promotional funds: Heard Craig Center for the Arts, \$5,900; McKinney Kiwanis, \$1,000; and Collin County History Museum, \$1,600. Holy Family School would not be awarded any funds at this time. Board member Bressler asked that the committee require recipients of the funds to include the MCVB logo on all advertising and marketing in which the funds will be used. Additionally, Board Chair Huggins advised the recipients have been asked to provide an ROI to the MCVB board after their event has taken place.

**18-056** Executive Director's Report – Executive Director Guerra asked board members if they had any questions regarding the reports she had provided. Guerra reviewed and highlighted the stats from the MCVB Key Performance Indicator's (KPI's). In addition, she told the board members the staff had received high praises from a mother of the groom and thanked the staff for their efforts. Ms. Guerra reviewed the revenue impact from the Texas Downtown Association conference that took place

in November and advised that staff is currently working on four new RFPs and would disclose more information at next month's board meeting. MCVB Communications manager Beth Shumate provided board members with an update on the MCVB website and the corrections recently made. Board member Bressler stated the MCVB board needed to consider a rebrand for the bureau.

**18-057** Board Chair Huggins called for Consideration/Discussion/Action on the Advertising and Promotional Grant Application Submitted by Heard Craig Center for the Arts. Board members unanimously approved the motion by Board member Baublis, seconded by Board member Gibson, to approve the recommendation from the MCVB marketing & advertising committee to approve funding of \$5,900 to the Heard Craig Center for the Arts for their Arts Meet Floral Event.

**18-058** Board Chair Huggins called for Consideration/Discussion/Action on the Advertising and Promotional Grant Application Submitted by McKinney Kiwanis. Board members unanimously approved the motion by Board member Baublis, seconded by Board member Gibson, to approve the recommendation from the MCVB marketing & advertising committee to approve funding of \$1,000 to the McKinney Kiwanis for the purchase of T-shirts for their triathlon.

**18-059** Board Chair Huggins called for Consideration/Discussion/Action on the Advertising and Promotional Grant Application by Collin County History Museum. Board members unanimously approved the motion by Board member Bressler, seconded by Board member Estes, to approve the recommendation from the MCVB marketing & advertising committee to approve funding of \$1,600 to the Collin County History Museum for the purchase of an iPad Caster Studio.

**18-060** Board Chair Huggins called for Consideration/Discussion/Action on the Advertising and Promotional Grant Application Submitted by the Holy Family School. Board members unanimously approved the motion by

Board member Bressler, seconded by Board member Gibson, to approve the recommendation from the MCVB marketing & advertising committee to pass on funding as requested on the Advertising and Promotional Grant Application Submitted by the Holy Family School.

**18-061** Board Chair Huggins called for Consideration/Discussion/Action on the Tourism Partner of the Year Chamber Award Recipient. Board members unanimously approved the motion by Board member Estes, seconded by Board member Bressler, to approve the nomination of PSA McKinney to be the recipient of the MCVB Tourism Partner of the Year Chamber Award.

Board Chair Huggins called for Citizens comments and there were none.

Board Chair Huggins called for Board or Commissioner comments and there were none.

Board Chair Huggins adjourned the meeting at 9:35 a.m.

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SALLY HUGGINS  
Chair