

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

March 19, 2015

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting on March 19, 2015 at 200 W. Virginia Street, McKinney Texas.

In attendance were:

Board members: Jennifer Estes, Sally Huggins, & Cricket Killingsworth

Staff: Executive Director Dee-dee Guerra

The meeting was called to order at 2:10 pm

The Committee reviewed the following items:

1. Advertising and Promotional expenditures, no discussion.
2. Quotes on Visitors Guides-The Committee discussed the quotes for redesigning the MCVB Visitors Guide and they decide on an 8 page brochure using Diamaco at \$10,573.96 for 70,000 pieces.
3. Search Engine Optimization- The committee requested that staff ask for a proposal from Aria for different levels of expenditures (\$500, \$1000, & \$1500) to see what kind of a package the CVB would get in SEO for the different price ranges.
4. National Travel & Tourism Week- Director Guerra informed the committee that Staff plans on working with Munzee to use their Eventzee app to do a Photo Scavenger Hunt for the week of May 2-10, 2015.
5. DFWATC (Dallas-Fort Worth Area Tourism Council) CO-OP Marketing Plan options: The Committee thought that this plan was too expensive for only three months of advertising. They asked that staff reach out to Pandora to see what there packages were to see if it's something we can afford to do on our own.
6. Texas Fly-Fishing & Wine Festival-Director Guerra presented the proposal from Beau Beasley on the event. Still waiting for details on Economic Impact from the event he holds in Virginia. Director Guerra will be presenting details to the Board at the March Board meeting to see if the Board has any interest in helping Market & Advertise this event. The event planner is asking for \$5,000 to help Market the event.
7. Target Market Study-Director Guerra let the Committee know that Ray Turco will be at the March 24, 2015 Board meeting to present the findings for first part of the Survey.

The MCVB Marketing Committee meeting was adjourned at 3:08 pm

Sally Huggins
MCVB Marketing Committee Chair