

**MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

**Finance Committee Meeting**

**February 26, 2018**

The McKinney Convention & Visitors Bureau Finance Committee met on February 26, 2018, at 200 W. Virginia Street, McKinney Texas.

In attendance were Board members: Director Jim Bressler, Director Hal Harbor & Director Bryan Perkins.

Staff: Executive Director Dee-dee Guerra.

The meeting was called to order at 8:33 am.

The Committee discussed the following items:

1. MCVB January 2018 Financials & Occupancy Report: No discussion.
2. Detailed Budget-Director: Executive Director Guerra brought it to the Committee's attention that there is a KPI that is not trackable regarding the Budget and wondered if it was something that could be visited by the HR Committee. Director Bressler stated that it was best to leave it in and that we could revisit that question in August when we look to revise the KPIs and Marketing Plan for FY 18-19.
3. The McKinney Shop: No discussion.
4. STR Report: January 2018- Director Bressler shared with the committee the decline in demand over the past several years: 2016-27.9%, 2017-25.7%, and 2018-2.9% (currently for the first 4 months of the year). No further discussion.

The MCVB Finance Committee meeting was adjourned at 9:18 am.

---

Jim Bressler  
MCVB Finance Committee