

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

### **REGULAR MEETING**

**AUGUST 22, 2017**

The McKinney Convention and Visitors Bureau Board met in regular session at the 305 Event Gallery, 305 W Louisiana Street, McKinney, Texas on August 22, 2017 at 8:00 a.m.

Board members present: Chairman Wayne Hill, Vice Chairman Jim Bressler, Secretary Sally Huggins, Hal Harbor, Jennifer Estes, Bryan Perkins and Connie Gibson.

Staff: Executive Director Dee-dee Guerra, Administrative Assistant Ashley Ford, Communications/Marketing Manager Beth Shumate, and Sales Manager Vanesa Rhodes.

City Staff: City Manager Paul Grimes, City Council Member Scott Elliott, MCDC President Cindy Schneible, MEDC President Darrell Auterson and Senior Financial Analyst Eric Corder.

Chairman Hill called the meeting to order at 8:00 a.m. after determining a quorum was present.

Board members unanimously approved the motion by Board member Bressler, seconded by Board member Gibson, to approve the following minutes:

- 17-834** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of July 25, 2017.
- 17-835** Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of July 24, 2017.
- 17-836** Executive Director's Report – Executive Director Guerra updated board members for the month of July. Ms. Guerra shared details about the exhibit and sponsorship at the Oklahoma Society Account Executives conference in Oklahoma. Staff member Beth Shumate was contacted by Small Market Meetings Magazine and provided information about McKinney's rustic venues for a free article. Director Guerra reported that she met with Kathy Lopez a meeting planner for Torchmark. Ms. Lopez reported Torchmark picked up 1100 Room Nights for 4<sup>th</sup> quarter and 683

for FY 17-18 1st quarter. Ms. Guerra also met with the president of Vazata for a tour of the Arete Volleyball facility. Ms. Guerra reported on a meeting Ms. Shumate had with Italian Filmmakers Matteo Petrelli and Daniel Bondi from Rome, Italy. They plan to return to McKinney in the next several months to start a movie project. Director Guerra encouraged board members to attend the 9-11 Memorial Services September 11 at the Collin College Conference Center.

**17-837** Board & Liaison Reports

City of McKinney – City Manager Paul Grimes encouraged board members to visit the city’s website to view a copy of the financial transparency budget presentation video. Mr. Grimes also gave an update on the special Legislative session that just ended, highlighting that the Revenue Caps legislation did not pass. He also informed board members about the adoption of an annexation bill. Additionally, the City Manager’s office is in the process of putting together an analysis for City Council evaluating the impact of further annexations on the city and what options are available. Mr. Grimes proudly acknowledged our Parks and Recreation Department which won the Texas State Lifeguard Championship.

Main Street/MPAC – Executive Director Guerra provided an update on upcoming events at the McKinney Performing Arts Center including McKinney Classic Film Festival (August 25 - August 27), 10<sup>th</sup> Annual Oktoberfest (September 22 - September 24), the Farmers & Ranchers Freedom Alliance conference (September 25 - September 26), and MPAC presents Jack Ingram (September 30). Ms. Guerra also reported that current downtown memberships are 124, 18 of which are new members. Additionally, she shared information about a new campaign currently underway called “Historic Good Times. “ There will be more information available during the latter part of September. Finally, she advised board members that Director Amy Rosenthal wanted to thank the

MCVB for the advertisement in Texas Polka News Octoberfest Guide.

MEDC – President Darrell Auterson gave an overview of the MEDC strategic plan that included organization/project/strategy priorities, incentive procedural protocols, business retention, expansion and business attraction forecast. Mr. Auterson also shared some of McKinney's industry targets. Additionally, he reported that MEDC has hired a Marketing Director who will start next Monday.

MCDC – President Cindy Schneible presented an update about MCDC that included mission statement, guiding principles, priorities, projects funded and community event grants funded.

Finance Committee – Board member Jim Bressler reviewed the MCVB July financials stating that we are at 83 percent completed for the 16-17 Budget year. Mr. Bressler reported that the MCVB budget was on target.

**17-838** Consider/Discuss/Act on Final MCVB FY 17-18 Budget for Submission to City Council for approval. Board members Board members unanimously approved the motion by Board member Gibson, seconded by Board member Huggins to approve the FY17-18 Budget for submission to the City Council for approval.

**17-839** Strategic Planning Work Session. Board members discussed and revised goals and strategic plan set forth for the MCVB FY 2017/2018 to be scheduled for consideration/adoption at a future meeting.

Board Chair Wayne Hill adjourned the meeting at 10:46 a.m.

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WAYNE HILL  
Chair