

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

### **REGULAR MEETING**

**JUNE 4, 2013**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney Texas on June 4, 2013 at 7:30 a.m.

Board Chair Bado called the MCVB board meeting to order at 7:31 a.m.

Board members present: George Lodge, Linda Fogg, Trae Gardner, Angie Bado, Michael McEntire, Erica Carver and Steve Conlin.

Absent: Shqiprim "Doc" Vranici, and Sharon Dill.

Guests: City Communications Director Coco Good.

Staff: Interim Executive Director Dee-dee Guerra; Communications Manager Beth Shumate; and Tourism Services Specialist Vanesa Baggett.

**13-536** Minutes of the McKinney Convention & Visitors Bureau Board Special Meeting of April 29, 2013. Board members unanimously approved the motion by board member Trae Gardner, seconded by board member Steve Conlin, to approve the minutes from the April 29, 2013 McKinney Convention & Visitors Bureau Board Special Meeting.

**13-537** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of April 23, 2013. Board members unanimously approved the motion by board member Trae Gardner, seconded by board member Steve Conlin, to approve the minutes from the April 23, 2013 McKinney Convention & Visitors Bureau regular board meeting.

#### **REPORTS**

**13-538** Chair Report. Board Chair Bado advised board members she would highlight updates during the committee reports.

**13-539** Director's Report. Interim Executive Director Guerra asked board members to refer to the staff report hand-out she had provided, then asked board members if they had any questions. Guerra highlighted activities/events that the MCVB staff had assisted with including two day

trips, attending & promoting Second Saturday, Arts in Bloom, Music Under the Stars, Living History Days at Chestnut Square, Chicken Coop & Garden Tour, McKinney Skate Park Opening, and the Under Armour-Hunter Mahan Golf Tournament at TPC at Craig Ranch during the month of May. Guerra also advised board members that the CVB would serve as a drop off location for Moore Oklahoma relief efforts as coordinated by McKinney businessman Matt Hilton of Hilton Realty Advisors. Interim Executive Director Guerra shared with the board various accolades that staff members had received during the month of May and also asked board members to volunteer at the Serve McKinney event on June 13, 2013. Tourism Services Specialists Baggett asked eligible board members to advise her if they would like to continue to serve on the MCVB board for FY 2013-2014.

**13-540** Committee Reports: Finance, Marketing & PR, and Development.

Finance - Board member McEntire reviewed the April financial report with board members and stated that the MCVB budget is tracking as expected.

Marketing & PR - Board member Gardner praised staff for not being wasteful with advertising and marketing dollars. Gardner stated the marketing committee identified the following areas that the MCVB will focus on: 1. Niche Marketing (ie., Historic Downtown, Wineries, Craig Ranch, and Adriatica). 2. Co-op marketing with city "M" groups. 3. Digital and online marketing. Gardner advised board members of a very successful National Tourism Week and that the Public Safety Appreciation Day was well received and appreciated by McKinney's Police & Fire department personnel. Board member Gardner advised board members that the Made In McKinney store had a successful soft opening in May and continues to grow in sales.

Development - Interim Executive Director advised board members that the development committee met with The North Texas History Center,

The Crape Myrtle Trails Organization, and the organizers from the Mickey Mantle World Series.

**13-541** Liaison Reports: Main Street/MPAC, McKinney Chamber of Commerce, and MCDC. MCVB Communication Manager Shumate reported on Main Street advising board members that the Bike The Bricks event in historic downtown McKinney had a great turn out. Shumate also advised board members that the Main Street committee continues to work on creating a new name for Dickens/Home for the Holiday weekend event that takes place Thanksgiving weekend. In addition, the Christmas parade will now take place on the second Saturday in December. There were no liaison reports from the McKinney Chamber or from MCDC.

#### CITIZEN COMMENTS

Board member Lodge commented that the Commemorative Air Force Museum in Midland Texas was looking to move their headquarters to a major metropolitan area and that McKinney was a potential site.

Board members unanimously approved the motion by Board member Steve Conlin, seconded by Board member George Lodge, to adjourn. The MCVB board meeting was adjourned at 8:27 a.m.

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ANGIE BADO  
Chair

