

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

### **Development Committee Meeting**

**July 9, 2014**

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting at the MCVB Conference Room at 224 E. Virginia Street, McKinney Texas on July 9, 2014 at 8:00 a.m.

Attendees: Board Members: Doc Vranici, Erica Tate, and Steve Conlin.

Staff: Director Dee-dee Guerra

Guests: Ray Turco

Ray Turco presented his proposal ideas on Target Market Study:

The objective of the study is to gather more accurate and up-to-date information that will assist MCVB staff to target promotional and advertising spending more effectively.

After Mr. Turco presented his ideas, there was discussion on how to go about getting the results the CVB Board wants to accomplish. The committee decided that there will be 2 surveys, one for business/corporate and the other for leisure. Each of the Development Committee members will submit questions on what type of items they would like addressed in the survey so that Mr. Turco can identify the questions that will be used in the survey. The survey is to be no longer than one page. Mr. Turco will collect 400 surveys within a one week time period and depending on what hotel has generated the most taxable receipts (percentage) is how it will be divided on how many surveys each of the hotel used will have to administer in the one week time period. Executive Director Guerra will approach each of the hotels to see if they would like to participate with the understanding that we will share the information gathered for their

hotel. Mr. Turco will then send a letter to the hotel participants and ask them to administer X amount of surveys per day. The hotels will be asked to see if they would like to participate on the following grounds: each desk clerk that gets a survey filled out by a guest will receive a \$2.00 incentive and they will hand the guest that takes the survey a \$5.00 gift card.

The meeting adjourned at 9:45 a.m.

Doc Vranici

MCVB Development Committee Chair