

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

OCTOBER 23, 2012

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 1575 Heritage Drive, Suite 100, McKinney, Texas on October 23, 2012 at 7:30 a.m.

Board members present: George Lodge, Trae Gardner, Tim Baker, Angie Bado, Michael McEntire, Shqiprim "Doc" Vranici, Erica Carver, and Steve Conlin

Absent: Linda Fogg. Board member Fogg called in to attend the meeting by phone, but was advised by city secretary Sandy Hart that attendance by phone would not count as being present thus preventing her from voting or making motions. Fogg chose to terminate the call.

Guests were: Sandy Hart, City of McKinney Secretary; Coco Good, Director City of McKinney Communications and Rodney Rhoades, Director of City of McKinney Finance.

Staff: DeeDee Guerra, Interim Executive Director; Beth Shumate, Communications Manager; and Vanesa Baggett, Tourism Services Representative.

12-925 Oaths of Office. City Secretary Sandy Hart administered oaths of office to new and renewing board members. Board members sworn in were: Steve Conlin, Michael McEntire, Erica Tate Carver, and Doc Vranici.

12-926 Consider/Discuss/Act on Election of Chair, Vice Chair, and Secretary/Treasurer. Board members unanimously approved the motion by board member George Lodge, seconded by board member Michael McEntire, to approve the motion to nominate Angie Bado as board chair. Board members unanimously approved the motion by board member Tim Baker, seconded by board member George Lodge, to approve the motion to nominate Trae Gardner as board vice chair. Board members unanimously approved the motion by board member Tim Baker, seconded by board member Erica Carver, to approve the motion to nominate Michael McEntire as board secretary/treasurer.

CONSENT ITEMS

- 12-927** Minutes of the McKinney Convention & Visitors Bureau Meeting of September 8, 2012. Board members unanimously approved the motion by board member Michael McEntire, seconded by board member Shqiprim "Doc" Vranici, to approve the minutes from the September 8, 2012 MCVB board meeting.
- 12-928** Minutes of the McKinney Convention & Visitors Bureau Meeting of September 18, 2012. Board members unanimously approved the motion by board member Michael McEntire, seconded by board member Shqiprim "Doc" Vranici, to approve the minutes from the September 18, 2012 MCVB board meeting.
- 12-929** Minutes of the McKinney Convention & Visitors Bureau Meeting of September 25, 2012. Board members unanimously approved the motion by board member Michael McEntire, seconded by board member Shqiprim "Doc" Vranici, to approve the minutes from the September 25, 2012 MCVB board meeting.
- 12-930** Minutes of the McKinney Convention & Visitors Bureau Meeting of October 9, 2012. Board members unanimously approved the motion by board member Michael McEntire, seconded by board member Shqiprim "Doc" Vranici, to approve the minutes from the October 9, 2012 MCVB board meeting.

REPORTS

- 12-931** Committee Reports: Finance, Marketing & PR, Development.
- Finance - Board member McEntire advised board members that the finance committee had met with outgoing board member Via-Friend to conduct a turnover report and they intend to hold monthly meetings. City of McKinney Finance Director Rodney Rhoades updated board members on end of year finances for FY 11/12. Rhoades also advised board

members that he had received an email from Paul Singh, owner of the La Quinta Inn, stating that the La Quinta had filed for chapter 11 as of October 5, 2012.

Marketing & PR - Board member Gardner updated board members on co-op advertising that the MCVB has done with various entities in several different publications. Staff member Beth Shumate updated board members on the status of the new MCVB website stating that the launch date to go public is on track for mid December 2012.

Development - Board member Tate-Carver advised board members that the MCVB terminated the contract with Versus, the owners of the Boyd Building and have contracted with a new broker to locate a better suited location for the MCVB in the downtown area. Board Chair Bado advised the board that the development committee is looking at a long-term lease in the interest of locking in the best rate.

12-932 Directors Report. Interim Executive Director Guerra stated that she had sent her report to the board prior to the meeting and asked if there were any questions. Guerra stated that the MCVB assisted in securing 237 rooms with a value of \$25,410 during the month of September. Guerra also advised board members that McKinney's Holiday Inn & Suites was host to the McKinney's Noon Lions Club as they celebrated their 92nd birthday this month and that the MCVB was able to secure the Noon Lions Club's next regional meeting in 2013. Board member Vranici asked Interim Executive Director Guerra to address how the MCVB assisted Linda Spina and the Women's Council of the Dallas Arboretum tour group. Guerra advised board members that the MCVB provided visitors welcome bags, promoted their day trip via facebook in addition to staff member Shumate taking pictures of group. Guerra also informed board members that the MCVB was working closely with City Communications and Main Street program in hosting a group of approximately 125 meeting planners at a mandatory industry trade show that will take place

at the Cotton Mill in December. In addition to these accomplishments, Guerra advised board members that they are invited to a Boards and Commissions Town Hall Meeting on Tuesday October 30, 2012 as well as the State of the Community event that will take place on Thursday, November 8, 2012.

12-933 Board Chair Report. Board chair Bado reviewed the results from the MCVB strategic planning meetings and advised that she would provide detailed information to board members soon.

12-934 Liaison Report. Board member Baker advised board members that the Chamber decided not to do strategic planning this year, however they were planning to meet to discuss tactical planning for the year.

REGULAR AGENDA

12-935 Consider/Discuss/Act - Committee Appointments: Finance, Marketing/PR, Development. Board members unanimously approved the motion by board member George Lodge, seconded by board member Shqiprim "Doc" Vranici, to Approve the nomination made by board member Vranici to name board member Michael McEntire as Finance Committee Chair.

Board members unanimously approved the motion by board member Michael McEntire, seconded by board member George Lodge, to approve the nomination made by board member Vranici to name board member Gardner as Marketing Committee Chair.

There was discussion for the need of volunteers on each committee. Board members Conlin and Baker will sit on the Finance committee, board members Lodge and Baker will sit on the Marketing committee, and board members Tate-Carver and Gardner will sit on the Development committee. No further action required.

12-942 Consider/Discuss/Act on Downtown McKinney Lease.

Board members approved the motion made by board member George Lodge, seconded by board member Tim Baker, to approve signing a 10

year lease for office space at 200 W. Virginia and \$3800 lease deposit with a vote of 6 - 1 - 1, Trae Gardner voting no and Angie Bado abstaining.

12-936 Consider/Discuss/Action on Creation of a Bylaw Committee. Board chair Bado asked for three board members to volunteer to create a Bylaw Committee for the MCVB. Board members Baker, Tate-Carver, and Vranici volunteered. No further action required.

12-937 Consider/Discuss/Action on the MCVB Holiday Board Meeting Schedule. Board members unanimously approved the motion by board member Michael McEntire, seconded by board member Tim Baker, to approve to combine the MCVB November and December board meetings to be held on December 4, 2012.

12-938 Consider/Discuss/Action on Board Member Training. Board members unanimously approved the motion by board member Michael McEntire, seconded by board member Tim Baker, to approve to have a training curriculum created for board members. Discussion regarding a training curriculum for board members addressed the need for the MCVB staff and board to have a cohesive message when speaking to various groups and associations.

12-939 Consider/Discuss/Action on the MCVB Vision & Mission Statement. Board members unanimously approved the motion by board member Tim Baker, seconded by board member Michael McEntire, to approve the new verbiage for the MCVB Vision Statement to read, "To create a high value experience for visitors and travelers that come to McKinney". Board chair Bado advised board members that they would address the MCVB mission statement at the next board meeting. No further action required.

CITIZEN COMMENTS

Board chair Bado called for citizens comments. Board member Baker stated, as a citizen, that he is very impressed how the MCVB and the city is working well together and is thankful for that.

At 9:07 a.m. Board Chair Bado called for a motion to adjourn the meeting. Board members unanimously approved the motion by board member Baker, seconded by board member Lodge to adjourn.

ANGIE BADO
Chair

