

## MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

### REGULAR MEETING

**JULY 24, 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 July 24, 2012 at 7:30 a.m.

MCVB Directors Present: Angie Bado, Trae Gardner, Michael McEntire, Linda Fogg, Erica Tate-Carver, Doc Vranici, Tim Baker, and George Lodge. Absent was Director Colleen Via-Friend.

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

Guests were Dr. Jason Cooley, City of McKinney Finance Department; Coco Good, City of McKinney Communications Director; Susan Mardele, City of McKinney Communications Web Developer; and George Fuller, MCDC Board.

MCVB Board Chair Bado called the meeting to order after determining a quorum present at 7:30 a.m.

#### CONSENT ITEM:

- 12-506** Minutes of the McKinney Convention & Visitors Bureau Meeting of June 26, 2012. Board members unanimously approved the motion by Board member Trae Gardner, seconded by Board member Michael McEntire, to Approved Motion to approve the minutes from the June 26, 2012 MCVB meeting was made by Director Gardner, seconded by Director McEntire. All were in favor. No further action required.

#### DISCUSSION ITEMS

- 12-507** Presentation by City Communications for Web Site Development. Susan Mardele, Web Coordinator, from City of McKinney Communications department presented a new Web Site platform created by Civic Plus that the city will implement in August 2012.
- 12-508** Discuss Board Retreat Update. Board Chair Bado advised board members that Interim Executive Director Guerra was able to secure a

location for the upcoming MCVB Board retreat. Bado stated the retreat will take place from 8a.m to noon on Saturday September 8, 2012 in the MCDC/MEDC conference room. Board Chair Bado also advised board members that she would be meeting with Ms. Carolyn Corbin on August 3rd to discuss topics for the meeting. Bado stated the intent was to have Ms. Corbin present for a couple of hours then the board would discuss goals & strategies. No further action required.

## REPORTS

### **12-509**

Committee Reports/ Finance/Marketing/Development,

Finance - Dr. Jason Cooley of city finance updated board members on status of the MCVB expenditures, stating that the MCVB was trending on target and moving in the right direction to balance its budget. Interim Director Guerra reviewed current expenses as well as cuts that have been made that has helped to reduce MCVB expenditures.

Marketing - Director Gardner advised board members the marketing committee meet to discuss the potential of using Civic Plus as the host for the MCVB website. Gardner also advised board members that the MCVB would do a small reprint of the current Visitors Guide and Maps. City Communications Director, Coco Good, advised board members the search for a new ad agency to handle all of the city marketing is still ongoing.

Development - In the absence of Director Tate-Carver, Interim Director Guerra updated board members on the MCVB's move to the new downtown location. Guerra stated that staff was working closely with other city entities, architect, as well as the contractor in moving forward with a smooth transition for the MCVB move. No further action required.

### **12-510**

Directors Report. Interim Executive Director Guerra advised board members that staff had worked closely with area hotels during the month of July, assisting in securing blocked space for 323 hotel rooms. Guerra also advised board members that staff continues to work with Plano,

Frisco, and Allen CVB's promoting a year-long North Texas Shopping promotion with Shop Across Texas in efforts to increase tourism to the McKinney area. Interim Executive Director Guerra asked board members to review the director's report hand out and asked them to let her know if they had any questions. No further action required.

**12-511** Liaison Reports.

MCDC board member George Fuller reported the MCDC board approved funds requested from the Heard Natural Science and Wildlife Museum for cameras. In addition the MCDC board also approved the Letter of Intent with Champs Hospitality in regards to the cities "Gateway" project. Mr. Fuller also advised the MCVB board members that at the upcoming MCDC board meeting the board would be hearing from various entities for grant requests.

Main Street Board liaison, Director Fogg, reported on the Main Street Board meeting, stating the topic of discussion was over Public Art in McKinney. No further action required.

REGULAR AGENDA

**12-512** Consider/Discuss/Act on Realignment of MCVB Committees. Board members determined that the MCVB Marketing committee would be comprised of Trae Gardner, Tim Baker, George Lodge, and Angie Bado; Development Committee would be comprised of Erica Tate-Carver, Michael McEntire, and Trae Gardner; Finance Committee would be comprised of Michael McEntire, Doc Vranici, and Colleen Via-Friend. No further action required.

**12-513** Consider/Discuss/Act on Executive Director Search. Director Baker updated board members on the continued search to fill the Executive Director's position. Baker stated the search committee is working close with HR to narrow down the candidates that will be invited to interview for the position and advised the committee hopes to have someone in place before October 2012. No action was taken.

- 12-546** Consider/Discuss/Act on 2012/2013 MCVB Budget & Supplements. Directors unanimously approved the motion by Director Lodge, seconded by Director Baker to accept the 2012/2013 MCVB Budget proposal for Council review. Directors unanimously approved the motion by Director Baker, seconded by Director McEntire to approve the expenditure adjustments from the supplements to the 2012/2013/ budget to be paid out of the current year's budget. No further action required.

#### CITIZEN COMMENTS

There were no citizen comments

Board Chair Bado thanked staff for their continued work and accomplishments.

The meeting was adjourned at 8:49 a.m.

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ANGIE BADO  
Chair

