

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

WORK SESSION

JANUARY 10, 2014

The McKinney Convention and Visitors Bureau Board met for a work session at the MCVB Conference Room, 200 West Virginia Street, McKinney, Texas on January 10, 2014 at 8 a.m.

Board members present: Michael McEntire, Erica Carver, Steve Conlin, Sharon Dill, Carrie Alfieri, Leslie Warren, Sally Huggins, and Hal Harbor.

Staff Members: Executive Director Dee-dee Guerra, Communications Manger Beth Shumate, and Tourism Service Representative Vanesa Baggett.

Absent: Shqiprim "Doc" Vranici.

Board Chair McEntire called the McKinney Convention & Visitors' Bureau Work Session to order at 8:03 a.m.

14-014 Strategic Planning Retreat. Board chair McEntire thanked board members for making time to attend the work session and introduced guests Cindy Schneible, Executive Director of MCDC and Jim Wheimer, Executive Director of MEDC. A presentation was given by Jim Wheimer and Cindy Schneible in regards to the direction that both MEDC and MCDC are focusing on for FY 13/14. Board Chair McEntire lead board members in a strategic planning session for FY 13/14 discussing vision, mission and direction for the MCVB.

Board Chair McEntire adjourned the MCVB work session at 11:28 a.m.

Michael McEntire
Chair