

VISIT MCKINNEY BOARD

REGULAR MEETING

JANUARY 26, 2021

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee St., McKinney, Texas 75069 on January 26, 2021, at 8 a.m.

Some Board and staff members participated in this meeting from one or more remote locations via Zoom Teleconference in an effort to contain the spread of COVID-19.

Board members present in person: Jon Dell'Antonia, Jim Bressler, Connie Gibson, and Sally Huggins

Board members present via Zoom: Bryan Perkins and Vincent Vittatoe who left the meeting at 9:57 a. m.

Absent: Michelle Gamble

Alternate member present: Tamra Gaines filled in for Michelle Gamble in a voting capacity

Staff present in person: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Marie Woodard, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, MCDC Board Liaison Rick Glew, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, and City Council Liaison Richard Franklin, who joined the meeting at 9:02 a.m.

Staff present via Zoom: Special Events Coordinator Main Street Andrew Jones

Guests present in person: McKinney Downtown Business Re-Development Board Chairman Robert Hamilton

Guests present via Zoom: Travis Yewell, Associate Creative Director at Simpleview

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:00 a.m. upon determining a quorum was present, greeted everybody in the room and on the Zoom

call by name, and noted that nobody from the public was in attendance so there were no citizen comments.

CONSENT ITEMS

21-0085 Minutes of the Visit McKinney Board Meeting of November 24, 2020

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to approve and refer the minutes of the Visit McKinney Board Meeting of November 24, 2020, to City Council.

REGULAR AGENDA

21-0086 Update from Simpleview on the Re-Brand and the Website Prototype

Board Chair Connie Gibson asked Travis Yewell, Associate Creative Director at Simpleview, to give an update to the Board regarding the re-brand and the website prototype. A discussion followed regarding the interchangeability of pictures on the website, the possibility of featuring specific events, deals, offers, etc., the extranet capabilities, the ideal number of photos on the homepage and the case for stock versus actual photography. Several other comments that were made lead back to the flexibility of the website, the control staff has regarding the content displayed on the website, the extensive research Simpleview put into this project before presenting their findings and the vast experience Simpleview brings to the table in the destination marketing space. City Manager Paul Grimes expressed concerns regarding the process the project took, and the limited involvement the City's Communications and Marketing Department had. The timing of the launch of the new website is the end of May.

REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

21-0087 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes gave updates and answered questions regarding the County's and the City's vaccination efforts, the biannual citizen survey, and the Byron Nelson tournament.

MCDC – MCDC Board Liaison Rick Glew gave an overview of the timing and dollar amounts for the promotional and community event grants.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal thanked everybody for the support during the Christmas activities, ran through the sales tax numbers for the downtown area over the last few months, and gave an overview of the upcoming events.

City of McKinney – City Council Liaison Richard Franklin briefly talked about the Byron Nelson hospitality suites that are left to sell.

MEDC – No representatives from MEDC were present. Board Chair Connie Gibson asked Board members to refer to the respective attached report.

McKinney Finance Committee – Board member Jim Bressler went through the operating statement, discussed the most recent STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), and compared the numbers with the surrounding cities. Bressler praised the good decisions made by staff in regards to budget savings and pointed out that the variances in the Hotel Occupancy Tax revenue will be a lot less in the months of March, April, and May because the effect of COVID started to take hold in mid-March 2020, the 12-month span now covers COVID in its entirety, and the numbers will be comparing “COVID reality” 2020 to “COVID reality” 2021. Bressler pointed out that Visit McKinney is a player in the economy because of the \$20 million room revenue collected for 2020, which doesn’t take into account any food and beverage or gift purchases at the hotels or money spent at restaurants and local stores. A discussion followed regarding the opening of the two new hotels, the great performance of the Hampton at 91% occupancy and the lag in weekday occupancy versus higher weekend occupancy. Board Member Tamra Gaines suggested the promotion of bringing travelers here “to work from a different location” and to bring business here by doing cross promotional advertisements over the different markets in Collin County.

21-0088 Executive Director's Report

Executive Director Dee-dee Guerra referred to her attached report, highlighted each staff member’s accomplishments in December, gave an update on the upcoming

Pickleball tournament at The Courts with over a thousand players and their families expected to attend, and reported on the status of the SMERF Sales Manager's position. Sales Manager Marie Woodard reported on current RFPs and the vaccine rollout in the Houston, San Antonio and Austin markets and how that plays out with people wanting to feel "safe" and the competitive edge McKinney has in that regard. A discussion followed about how important it is to make potential travelers feel a part of the community when visiting.

Guerra suggested that the regular agenda items should be covered next since Board member Vince Vittatoe had to leave, so his vote could be captured.

REGULAR AGENDA

21-0089 Consider/Discuss/Act on Approval of Changes to Visit McKinney KPIs for FY 20/21

After discussing the proposed changes, Board members unanimously approved the motion by Board member Tamra Gaines, seconded by Board member Jim Bressler, to approve the changes to the Visit McKinney KPIs for FY 20/21 with the specification to make a one-year micro strategic plan and a two- to three-year macro strategic plan.

21-0090 Consider/Discuss/Act on Approval of Changes to Visit McKinney Strategic Plan for FY 20/21

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Vincent Vittatoe, to approve the changes to the Visit McKinney Strategic Plan for FY 20/21.

REPORTS

21-0088 Executive Director's Report (Continued)

Executive Director Dee-dee Guerra continued reporting on influencers, ROI programs to track influencer's impact, bus tour operators, and the 15-second video City Communications created for Travel Texas. Guerra updated on the two new hotels, a new residential development at Spur 399 and Highway 5 on McKinney's east side, and a discussion followed regarding spouses' events alongside the Byron Nelson activities.

CITIZEN COMMENTS

There were no citizens comments.

BOARD OR COMMISSIONER COMMENTS

There were no Board or Commissioner comments.

ADJOURN

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to adjourn the meeting at 10:04 a. m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by Visit McKinney board members on:_____.

CONNIE GIBSON
Board Chair

JIM BRESSLER
Secretary / Treasurer