

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

### **REGULAR MEETING**

**DECEMBER 16, 2014**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street, McKinney, Texas on December 16, 2014 at 7:30 a.m.

Board members present: Carrie Alfieri, Leslie Warren, Sally Huggins, Hal Harbor, Bonnie Tinsley, Cricket Killingsworth, Jennifer Estes, Susan Brusa, Wayne Hill, and alternate board member Melissa Moreno.

Absent: None

Staff: Executive Director Dee-dee Guerra, staff members Vanesa Baggett, Sue Davis, and Beth Shumate.

Guests: Councilman Randy Pogue, City Finance Budget Manager Mark Holloway, MCDC board liaison David Myers, and Chamber of Commerce President Lisa Hermes.

Board chair Hal Harbor called the meeting to order at 7:30 a.m. and welcomed guests and new MCVB alternate board member Melissa Moreno.

**14-1283** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of November 21, 2014. Board members unanimously approved the motion by board member Carrie Alfieri, seconded by board member Susan Brusa, to approve and refer minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of November 21, 2014.

**14-1282** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of November 24, 2014. Board members unanimously approved the motion by board member Leslie Warren, seconded by board member Wayne Hill, to approve and refer minutes of the McKinney Convention & Visitors Bureau Board Meeting of November 24, 2014.

### **REPORTS**

**14-1284** Board and Liaison Reports.

**Director's Report** – Executive Director Guerra reviewed total hotel rooms, leads processed, new RFP's & prospects, visitor foot traffic, and advertising analytics from the staff report she had provided to board members. Guerra highlighted the sales calls she conducted in Austin and emphasized that the MCVB Development Committee will work with her in order to organize a FAM trip for some of those meeting planners from Austin to come up to see all that McKinney has to offer. In addition, Ms. Guerra advised board members that Sheraton McKinney sales manager Johnny Martinez notified her that the hotel opening will be pushed back one week from the original planned opening day.

**Finance Committee** – Board member Alfieri advised the finance committee did not meet.

**Development/Marketing Committee** – Board member Huggins updated board members on the committee's discussion of obtaining a new tracking software program that staff could utilize to maximize their sales efforts. Executive Director Guerra discussed the purpose of the proposed target market study that will be conducted by Ray Turco and Associates and updated the board on proposed survey dates for the study.

**HR Committee** – Committee chair Alfieri welcomed new board member Bonnie Tinsley to the HR Committee. Ms. Alfieri informed board members that she, Executive Director Guerra and Interim City Manager Mr. Muehlenbeck met to design an action plan. Ms. Alfieri advised board members that Mr. Muehlenbeck identified three specific areas on which he believes the MCVB staff should focus; corporate, recreation, and military.

**MCDC** – MCDC board member David Myers advised MCDC has continued involvement with the aquatic center. Mr. Myers informed board members that MCDC will be accepting MCDC grant applications in the new year and is currently accepting Quality of Life nominees.

**City of McKinney** – Councilman Pogue congratulated board member Bonnie Tinsley on her permanent appointment and Melissa Moreno on her appointment as alternate board member to the MCVB. Mr. Pogue stated that Council had met the night before and had a very lengthy discussion regarding Board Commission governance best practice policy; however, there was no consensus following discussion. Mr. Pogue also updated board members on the aquatics center stating that the budget escalated slightly on the aquatics center due to construction cost and the issue with the site.

**Main Street/MPAC** – Executive Director Guerra spoke on behalf of Main Street, advising board members that the Home For The Holidays 34<sup>th</sup> Annual Christmas festival was a great success. Historic downtown McKinney was host to approximately 25,000 people during the two-day festival. Guerra also advised board members that Main Street/MPAC is currently working on their annual bridal show which will take place in January.

**McKinney Chamber of Commerce** – Chamber President Lisa Hermes thanked board members for the invitation to the meeting. Hermes advised board members the Chamber has moved to their new location in historical downtown McKinney. Ms. Hermes also advised board members that the McKinney Chamber of Commerce recently celebrated their 100 year anniversary and were focusing how they can shape the next 100 years in McKinney. In addition, Mr. Hermes stated the Chamber Community Award Banquet would take place at the Cotton Mill on January 30, 2015. She advised board members that if they were interested in attending Collin County Days in Austin, which would take place March 2-3, 2015, they could register for the event on the Chamber website.

**14-1285** Appoint New Officer of Secretary/Treasurer to MCVB Board. Board members unanimously approved the motion by board member Carrie

Alfieri, seconded by board member Cricket Killingsworth, to appoint board member Bonnie Tinsley as the Secretary/Treasurer for the MCVB.

**14-1286** Chairman Harbor called for Consider/Discuss/Act on Chamber Award Recipient. Board members unanimously approved the motion by board member Susan Brusa, seconded by board member Bonnie Tinsley, to nominate and vote on Munzee MarketPlace as the award recipient.

**14-1287** Consider/Discuss/Act on January 2015 MCVB Board Meeting. Board members unanimously approved the motion by board member Jennifer Estes, seconded by board member Sally Huggins, to move the date of the January 2015 board meeting to January 20, 2015.

**14-1288** Consider/Discuss/Act on New Tracking Software IDSS for MCVB. This item was tabled to discuss/act at the January 2015 board meeting.

The MCVB board meeting was adjourned at 8:10 a.m.

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HAL HARBOR  
Chair