

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

APRIL 28, 2015

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street McKinney, Texas on April 28, 2015 at 7:30 a.m.

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

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

Absent: Leslie Warren.

Guests: Interim City Manager Tom Muehlenbeck, Councilman Randy Pogue, and City Finance Budget Manager Mark Holloway

Board members unanimously approved the motion by Board member Carrie Alfieri, seconded by Board member Wayne Hill, to approve and refer:

- 15-405** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of March 24, 2015.
- 15-406** Minutes of the McKinney Convention & Visitors Bureau Marketing & Development Committee Meeting of March 19, 2015.
- 15-407** Minutes of the McKinney Convention & Visitor's Bureau Finance Committee Meeting of March 20, 2015. Board member Alfieri stated that she moved to have the Finance Committee Meeting minutes approved with the correction of changing "HR committee meeting" to "Finance committee meeting".
- 15-408** Presentation by Beau Beasley; Texas Fly-Fishing and Wine Festival. Mr. Beasley informed board members of the history of Fly-Fishing events that he has facilitated in Virginia, stating that many of his patrons have asked for an event like this to take place in Texas. Mr. Beasley stated that he

was looking at various locations in Texas for host this Fly Fishing event, however he was attracted to McKinney because of:

1. McKinney is located within an hour of Dallas
2. He liked the Sheraton
3. He is looking for a town that wants a partnership, a community investment
4. McKinney has a good reputation
5. He then summed it up with: McKinney is one of 3 areas that I've looked at, it is a cool town, close to a population base and has facilities that could host the event"

15-409 Board and Liaison Reports

Chair Report – Board Chair Harbor thanked Councilman Pogue for the assistance in working with TXDOT to get way finding signage along the highway for Downtown McKinney. He also advised board members that Leslie Warren has stepped down from the MCVB board.

Directors' Report – Executive Director Guerra reviewed the staff report that she had provided for the board members. She highlighted that staff had assisted in securing \$31,000 in hotel revenue from room nights. In addition staff member Beth Shumate hosted Rita Cook, a travel writer that writes for a multitude of publications, who returned to our city for the third time this year to write about McKinney. Ms. Guerra also advised board members that she had received three RFP's as a result of the sales calls she had conducted, and stated McKinney would be in the running for the TACVB mid-winter conference for 2016. Executive Director Guerra also advised board members of the dates for National Travel & Tourism Week and the events that staff had planned for the week.

City of McKinney – Interim City Manager Mr. Muehlenbeck stated the city is looking into budgetary and personnel options regarding the Police Department's current Mounted Patrol units. Councilman Pogue advised that hike & bike trails between Comegy Creek & Wilson Creek connectivity have recently been authorized to go through design and construction. Mr. Muehlenbeck advised that the Parking Garage in

Historic Downtown McKinney will be discussed at the next council work session and council would review two options for the parking garage. He also stated that the City Bond Committee will have a meeting May 7 and 11 and would report to Council on May 18, 2015. Mr. Muehlenbeck advised he wanted to present the elements of the bond referendum to the board at a future MCVB board meeting. City Budget Manager Mark Holloway stated finance had received the first submitted MCVB budget and would have changes/suggestions after the City Manager has reviewed the budget.

Main Street/MPAC – Arts in Bloom was a great success. Upcoming events are Election Night on the Square and Second Saturday, May 9, 2015, and Bike the Bricks May 22-24, 2015.

McKinney Chamber of Commerce – There was not a report from the Chamber of Commerce.

MCDC – The Aquatic Center is scheduled to break ground this summer and be completed by the end of 2016.

Finance Committee Report – Director Alfieri reviewed MCVB finances and advised board members there were three areas that were a little higher than normal, which were Postage, Travel & Training, and Associations. Executive Director Guerra explained the increase of postage was due to the additional advertising the MCVB has been participating in which has resulted in more leads and requests for information about McKinney. Ms. Alfieri stated the board has asked Executive Director Guerra to attend extra travel and training events in order to help educate her on the board's recommended direction for conference center sales and marketing.

HR Committee Report – Ms. Alfieri advised board members the committee has been working with Executive Director Guerra to develop goals and an action plan to line up with the goals and action plan of the City Council. Ms. Alfieri also advised board members that the committee

has conducted a mid-year review for Ms. Guerra.

Marketing/Development Committee Report – Committee did not meet during the month of April.

- 15-410** Consider/Discuss/Act on Approving the Amended MCVB FY14-15 Goals that Coincide with Council Goals & Strategies. Executive Director Guerra presented new staff goals to board members. There was discussion among board members of how to best word the changes to the amended MCVB Goals & Strategies. Ms. Alfieri stated the MCVB Goals & Strategies was a working document and asked board members to review it a little more and get back to Ms. Guerra with any suggestions and/or changes they would like to see added to the document. No action was taken.

Board Chair Harbor adjourned the meeting at 9:14 a.m.

HAL HARBOR
Chair

