

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Development Committee Meeting

January 7, 2014

Attendees: Doc Vranici, Leslie Warren, Erica Tate- Carver, & Dee-dee Guerra

The McKinney Convention & Visitors Bureau Development committee met for a meeting on January 7, 2014.

In attendance were Board members: Doc Vranici, Leslie Warren and Erica Tate-Carver
Staff: Executive Director Dee-dee Guerra.

Committee Chair Vranici called the meeting to order at 1:30 p.m.

Committee members discussed the following:

- Discussed a Manual for a first time Board Member to include:
 - Define DMO
 - Define SMERF
 - How to be an effective Board Member
 - Flow Chart on How CVB gets it Funding
 - 7 Ways you can use the Hot Tax
 - Power of Travel
- Discussed Policy & Procedure manual for CVB to include:
 - MIM store revenue \$ - how CVB can use those funds
 - Any items approved by the CVB Board dating back to FY 2004-2005
 - Cap on Spending- need Board chairs approval for anything over \$ 2500 up to \$10,000. Must advise Board of the spending at the monthly meeting.

** Not this is a living breathing document and can change as the CVB changes its focus/goals/ strategies.

The MCVB Marketing Committee meeting was adjourned at 2:30 p.m.

Doc Vranici
MCVB Development Committee Chair