

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

MARCH 28, 2017

The McKinney Convention and Visitors Bureau Board met in regular session at Mercedes Benz of McKinney, 2080 North Central Expressway, McKinney, Texas on March 28, 2017 at 7:30 a.m.

Board Chair Hill called the meeting to order at 7:30 a.m.

Board members present: Sally Huggins, Hal Harbor, Jennifer Estes, Wayne Hill, Jim Bressler, Bryan Perkins, and Connie Gibson.

Absent: None

Staff: Executive Director Guerra, staff members Sue Davis, Ashley Ford, Beth Shumate and Vanesa Rhodes.

Guests: McKinney Main Street/MPAC Director Amy Rosenthal, McKinney Segway Tour guides Ken and Jen Smith, Mark Jaraczewski with McKinney National Airport, Alan Bourgeois with McKinney Square Book Festival.

Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Jennifer Estes, to approve the following minutes:

- 17-317** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of February 28, 2017.
- 17-318** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of February 24, 2017.
- 17-319** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of March 3, 2017.
- 17-320** Update on McKinney National Airport from Mark Jaraczewski.
Mark Jaraczewski presented an update on development and operations at McKinney National Airport. Mr. Jaraczewski also updated the Board on Airport and FBO (Fixed Base Operations) successes including: hangers are at capacity, fuel sales continue to increase, and there will be future expansion. McKinney Air Center has received a Pilots Choice Award and designation as #1 FBO in the Nation in 2014 and 2016.

Additionally, he gave an example of economic impact of the airport: average cost to educate one MISD student per year is \$8,297. On average the Airport generates about \$4.2 million in ad valorem tax per year, which is the equivalent of educating 170 children at Fannie Finch Elementary School.

- 17-321** Presentation by Alan Bourgeois about McKinney Square Book Festival which is being funded in part by McKinney Community Development Corporation. Mr. Bourgeois provided information about the upcoming festival taking place at the McKinney Performing Arts Center (MPAC) on June 3, 2017 at 9:00 a.m. – 3:00 p.m. This is an event presented by Texas Authors, Inc. The occasion will include a creative writing contest for McKinney students in grades 6-12. Country music star Billy Dawson will be performing at MPAC at the close of the event. Mr. Bourgeois also informed the board he plans to ask for sponsorship from the CVB next year.
- 17-322** Presentation from McKinney Segway Tours. Owners Ken and Jen Smith updated the Board on their first year and informed the Board that the storefront where they had been housing their Segways had closed. The Smiths requested the Board consider allowing them to store their Segways in the MCVB offices. Implementation will be addressed at the next MCVB Board meeting.
- 17-323** Executive Directors Report – Executive Director Guerra advised Board members that staff met with Pogue Construction meeting planners and is assisting in finding venues and hotels for upcoming annual meetings. Additionally, Ms. Guerra and Ms. Rhodes attended the TTIA (Texas Travel Industry Association) Unity Dinner where they were joined by City Manager Grimes and Director of Strategic Services Chandler Merritt. Furthermore, staff met with Sport Source regarding the Collegiate Soccer Tournament event to be held on December 1, 2017. Ms. Guerra also shared that staff member Beth Shumate took photos for social

media at a mayor's breakfast for 10 visitors from Australia and one from New Zealand who were hosted by Friendship Force International's Dallas Area Chapter.

17-324 Board & Liaison Reports

City of McKinney- Assistant City Manager Barry Shelton presented an update on the breaking ground for Bonnie Wenk Park Phase II and park planning for Gray Branch Community Park. Mr. Shelton updated the Board regarding the Virginia Parkway widening project, stating projected time for completion is 12-18 months. He also reported that the Gateway project is moving forward in partnership with three different corporations including: KDC Construction as the lead design team, Corinth Properties, and Columbus Reality Partners.

Main Street/MPAC – Executive Director Amy Rosenthal reviewed upcoming events including the 6th Annual Juried Art Show and the Arts in Bloom and Wine Festival.

Finance Committee – Board member Jim Bressler gave a summary from the operating statement and shared that the Hotel Tax Fund (HOTTAX) continues to rise. Additionally, he reviewed the rates for February, which ran at 71% occupancy compared to last year's rate of 66%. According to Mr. Bressler, McKinney hotels continued to outperform our primary competitors: Allen (68%), Frisco (69%), and Plano (68%).

17-325 Consider/Discuss/Act to Terminate the Consignment Agreement between MCVB and Made in McKinney. Board members unanimously approved the motion by Board member Bryan Perkins, seconded by Board member Jim Bressler, to terminate the Consignment Agreement between MCVB and Made in McKinney.

17-326 Consider/Discuss/Act on the Future Use of the Retail Space in MCVB's Headquarters and Corporate Offices Located at 200 West Virginia Street Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Jennifer Estes, to give Ms. Guerra

the authority to pursue a new tenant for the retail space in MCVB's Visitors Center that will be vacated by Made in McKinney.

- 17-327** Consider/Discuss/Act on Main Street's request of \$15,000 Proposal for a Polaris Gem. Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Jennifer Estes, to approve the Main Street request.

Board Chair Hill adjourned the meeting at 9:25 a.m.

WAYNE HILL
Chair