

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

JULY 22, 2014

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia Street, McKinney, Texas on July 22, 2014 at 7:30 a.m.

Board members present: Michael McEntire, Shqiprim "Doc" Vranici, Steve Conlin, Sharon Dill, Carrie Alfieri, Sally Huggins, and Hal Harbor.

Absent: Erica Carver and Leslie Warren.

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, and Staff Assistant Sue Davis.

Guests: Councilman Randy Pogue, MPAC/Main Street Director Amy Rosenthal and City of McKinney Finance Budget Manager Mark Holloway.

Board Chair McEntire called the meeting to order at 7:32 a.m.

- 14-720** Minutes of the McKinney Convention and Visitor's Bureau Board Meeting of June 24, 2014. Board members unanimously approved the motion by board member Hal Harbor, seconded by board member Steve Conlin, to approve and refer Minutes of the McKinney Convention and Visitors Bureau Board Meeting of June 24, 2014.
- 14-721** Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of June 19, 2014. Board members unanimously approved the motion by board member Hal Harbor, seconded by board member Steve Conlin, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of June 19, 2014.
- 14-722** Minutes of the McKinney Convention & Visitors Bureau Development Committee Meeting of July 9, 2014. Board members unanimously approved the motion by board member Hal Harbor, seconded by board member Steve Conlin, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Development Committee Meeting of July 9,

2014.

14-723 Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of June 19, 2014. Board members unanimously approved the motion by board member Hal Harbor, seconded by board member Steve Conlin, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of June 19, 2014.

14-724 Consider/Discuss Presentation from Angie Bado - Collin McKinney 250 SesterCentennial. Ms. Bado was unable to attend the MCVB board meeting due to an unforeseen conflict of schedule. Executive Director Guerra presented on Ms. Bado's behalf and advised board members that they will need volunteers for this 2016 event. Guerra asked board members to contact Ms. Bado if interested in volunteering their time.

14-725 Board & Liaison Updates.

City of McKinney

- Councilman Pogue reminded board members of the role as a board member vs. the staff and what their role is. Pogue stated that board members set the policy and staff implements policy as the board has directed.
- The Sheraton Gateway project is on schedule according to the developers.

MPAC/Main Street

- Director Rosenthal thanked MCVB staff for the assistance during the 4th Of July Hometown parade.
- Clint Black will perform on August 27, 2014 – almost sold out.
- Upcoming Season Events:
 - Dailey & Vincent
 - Clint Black
 - Jazz Ambassadors
 - Math Imagination (Arts & Education)
 - Wellington International Ukulele
 - Peiking Acrobats
 - Molly Ringwald
 - Monthly Film Series
 - Oktoberfest

14-726 Executive Director's Report. Executive Director Guerra asked board members to refer to the report she had provided for them. Guerra highlighted the MCVB had assisted with booking 419 hotel room nights which resulted in \$42,773. Ms. Guerra also advised board members that

during 2Q14 the visitor center saw an increase of 45.5% YOY in walk-in traffic. In addition, Ms. Guerra stated that MCVB Communications Manager Beth Shumate created a YouTube channel for the MCVB and the channel had already had 563 views in the short time that the channel has been active.

14-727 Committee Reports

Advertising/Marketing

- Texas Meetings & Events Magazine featured The Sanctuary in Adriatica
- MCVB web and social media analytics were reviewed
- Money Magazine is returning to McKinney in July/August
- 40 individuals from Toyota will be coming to McKinney to scout the area for employees.

Development

- Board member Vranici advised board members the committee had met several times to determine what the focus should be regarding utilizing the funds from the drawdown budget and obtaining a company to assist the MCVB with a targeted survey of guests that are utilizing McKinney hotels.
- The committee is recommending the utilization of Raymond Turco & Associates to facilitate a targeted market survey at our hotels.
- The survey would be launched in October 2014
- Turco & Associates recommended administering 4 separate surveys to be taken throughout the year in order to obtain a more rounded result of whom and why people are visiting McKinney.

Finance

- Board chair McEntire stated the MCVB budget was in line with what had been projected. McEntire stated that the hotel receipts continue to increase. There was discussion on the status of La Quinta's Chapter 11 status, City Finance budget manager Mark Holloway advised board members that the unpaid taxes La Quinta owes the city would not be drawn from the MCVB fund balance. Holloway stated the amount owed would be drawn from the Hotel/Motel fund.

14-728 Consider/Discuss/Act on Approval of Proposed FY2014-2015 MCVB Supplemental Budget 1. Fund Balance Spend Down 2. Promotional and Travel & Training Additions 3. Reinstating Tourism Sales Manager Position and Eliminating the Part-time Staff Assistant Position. Board members unanimously approved the motion by board member Shqiprim "Doc" Vranici, seconded by board member Sally Huggins, to approve the proposed FY2014-2015 MCVB Supplemental Budget with changes as discussed. Changes were as follows:

- **Supplemental #2- Supplemental to Budget:**
 1. Change Description to read: The CVB needs to enhance the promotion of McKinney by engaging and advertising to

intermediary planners such as: 3rd Party Planners (i.e. Helms Briscoe, Experient, & American Express) tour operators, association executive planners, and online travel sites (i.e. Orbitz, Travelocity, Expedia).

- **Supplemental #3- Fund Balance Draw Down:**

1. Change Description to read: Due to the Hotel & Conference Center coming to fruition, the CVB wants to be able to sell and showcase the Conference Center as a place to hold meetings. The CVB Board feels it is necessary to do a quarterly Target Market Study for a year to investigate who and why visitors are staying in our hotels. This study will give staff the information to allocate the budgeted Advertising and Promotional dollars and to appropriate them in the best Marketing channels they see fit to lure meetings and visitors to McKinney.
2. Change Line Item of Advertising (8520) to \$76,000 resulting in a total amount of \$93,150 to accommodate the additional survey periods.

Board chair McEntire adjourned the meeting at 8:34 a.m.

Michael McEntire
Chair