

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

JANUARY 22, 2013

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia, McKinney, Texas on January 22, 2013 at 7:30 a.m.

Board members present: George Lodge, Shqiprim "Doc" Vranici, Trae Gardner, Michael McEntire, Sharon Dill, and Linda Fogg

Absent: Angie Bado, Erica Tate, and Steve Conlin.

Staff present: Interim Executive Director, Dee-dee Guerra; Tourism Services Representative, Vanesa Baggett; and MCVB Communications/Marketing Manager, Beth Shumate.

Guest were: Colleen Smith, MCDC board liaison; Coco Good, Director of City of McKinney Communications; Rodney Rhoades, Director of City of McKinney Finance; and Lisa Koslan, City of McKinney Finance.

Vice Chair Gardner called the MCVB board meeting to order at 7:33 a.m. and introduced new board member Sharon Dill as well as recognized guests.

13-068 Minutes of the McKinney Convention & Visitors Bureau Meeting of December 4, 2012. Board members unanimously approved the motion by Board member Linda Fogg, seconded by Board member Shqiprim "Doc" Vranici, to approve the minutes from the December 4, 2012 MCVB board meeting.

13-069 Committee Reports Finance, Marketing & PR, and Development.
Finance – Director of city finance Rodney Rhodes provided overview of how funding for CVB budget works in relation to hotel/motel tax fund. Rhodes advised that excess hotel tax that is collected is moved into a hotel/motel fund balance and in order to pull from the fund balance, it must be approved by city council.
Marketing & PR – Board member Gardner reported that the marketing

committee met to discuss ideas of the MCVB creating a rack card until a new visitor's guide/marketing campaign is created. Interim Executive Director Guerra advised board members that the MCVB staff worked with a film crew from HGTV while they were in McKinney filming for a real estate program. Board member Gardner and City Communications Director Good updated board members on co-op marketing efforts with city communications. Good also advised board members that a press release for both MEDC & MCVB will be sent to advise the media of the launch of their new websites. Director Gardner advised board members that the marketing committee had an open position, board member McEntire also advised there was an open position for the finance committee. Director Fogg received the vote for the marketing committee and director Vranici received the vote for the finance committee.

Development – Board member Vranici advised board members the development committee met last week. Topics discussed were: the criteria for the Chamber award selection; committee will meet next week to discuss the MCVB bylaws and possible revisions; and the MCVB will move under city IT at the end of August/early September.

13-070 Board Chair Report – Due to Board Chair Bado's absence there was no chair report.

13-071 Directors Report – Interim Executive Director Guerra highlighted top cities and states requesting information on McKinney as well as the number of rooms that the CVB assisted in blocking for November & December. Guerra also advised board members that she would be attending the Southwest Showcase trade show in Austin; Staff member Shumate would be attending the TACVB mid-winter conference in College Station; and some of the upcoming events are: City Council Update – Feb 5, Krewe Barcus – February 10, Converge on the Capitol - February 13, Chamber Award Banquet- February 15, Collin County Days – March 4-5, MISD spring break – March 11-15.

13-072 Liaison Report – MCDC board members Colleen Smith advised board members that MCDC is working on their strategic plan and identifying the direction of the organization. Smith stated MCDC is striving to work with all of the “M” groups to identify the needs of the community.

13-073 Consider/Discuss/Act on MCVB Chamber Award Recipient.
Board members unanimously approved the motion by board member George Lodge, seconded by Board member Linda Fogg to approve Strikes Against Cancer as the Tourism Partner of the Year award at the Chamber banquet.

13-074 Consider/Discuss/Act on MCVB Open House.
Board members unanimously approved the motion by board member Shqiprim "Doc" Vranici, seconded by board member Trae Gardner to approve the motion to have the MCVB open house from 4 – 6 p.m. on Wednesday February 20, 2013.

At 8:30 a.m. Vice Chair Gardner called the MCVB board meeting into Executive Session In Accordance with the Texas Government Code: Section 551.074. Personnel Matters * Executive Director/Interim Executive Director * Tourism Sales Manager * CVB Services Manager * Tourism Services Representative. The meeting was called into Open Session at 9:02 a.m.

There were no citizen's comments.

At 9:04 am Vice Chair Gardner asked for a motion to adjourn the meeting.

ANGIE BADO
Chair