

## **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

### **REGULAR MEETING**

**FEBRUARY 25, 2014**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney, Texas on February 25, 2014 at 7:30 a.m.

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

Absent: Erica Carver and Hal Harbor.

Staff: Executive Director, Dee-dee Guerra; Communications Manager, Beth Shumate; Tourism Representative, Vanesa Baggett; and Staff Assistant, Sue Davis.

Guests: Mark Holloway, City of McKinney Finance Budget Manager, and City Councilman Randy Pogue.

- 14-192** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of January 28, 2014. Board members unanimously approved the motion by Board member Leslie Warren, seconded by Board member Carrie Alfieri, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Board Meeting of January 28, 2014.
- 14-193** Minutes of the McKinney Convention & Visitors Bureau Finance Committee of January 23, 2014. Board members unanimously approved the motion by Board member Leslie Warren, seconded by Board member Sharon Dill, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Finance Committee of January 23, 2014.
- 14-194** Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of February 17, 2014. Board members unanimously approved the motion by Board member Leslie Warren, seconded by Board member Shqiprim "Doc" Vranici, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of February 17, 2014.

- 14-195** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of February 19, 2014. Board members unanimously approved the motion by Board member Leslie Warren, seconded by Board member Steve Conlin, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of February 19, 2014.
- 14-196** Minutes of the McKinney Convention & Visitors Bureau Development Committee Meeting of February 19, 2014. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Sally Huggins, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Development Committee Meeting of February 19, 2014.
- 14-197** Consider/Discuss the MCVB Strategic Plan for FY 2013/2014. Executive Director Dee-dee Guerra updated board members on the revisions and updates staff is tasked with regarding the MCVB Strategic Plan for FY 2013/2014. Guerra advised board members that the CVB will continue to focus on the Social, Military, Educational, Religious, & Fraternal (SMERF) markets.
- 14-198** Board and Liaison Updates.  
MCVB Director's Report: Executive Director Guerra highlighted MCVB accomplishments for the month of February and asked board members if they had any questions from the report she provided to them via e-mail earlier in the week. Guerra highlighted the MCVB website analytics, Social Media results and hotel revenue that staff assisted in securing.  
MCVB Development Committee Report. Committee Chair Doc Vranici advised board members that development committee met and finalized the Policy & Procedure manual for the MCVB as well as the Quick Reference guide for new MCVB board members. Vranici also advised board members that the Made In McKinney retail store would sell, on a cash basis only, Krewe of Barkus T-shirts and the profits from those

sales would be split 3 ways between Main Street, the MCVB and the Made in McKinney retail store with store owner profits going to the SPCA. MCVB Finance Committee Report. Committee Chair Steve Conlin updated board members on the MCVB finance status stating that Rodney Rhoades, City of McKinney Finance Director has advised the finance committee that the CVB needed to draw down from the fund balance over the next three years.

MCVB Marketing/PR Committee Report. Committee Chair Dill advised board members that the committee agreed to allow the CVB to purchase BatchGeo.com which is a demographic and geographic tracking website. Dill also reviewed the advertising buys that the CVB purchased for spring publication.

City of McKinney – Finance Budget Manager Mark Holloway advised board members that the planning for FY 2014-2015 budget will begin in mid-March and stated that preliminary budgets will be ready in April.

Chamber of Commerce and MPAC/Main Street - MCVB Executive Director advised board members that the Chamber Award Banquet will take place on February 28, 2014. Guerra also advised board members of the upcoming events taking place in Historic Downtown McKinney: 4 Funny Females, Krewe of Barkus, Beatlemania, and Arts in Bloom.

**14-199** Consider/Discuss/Act on the MCVB Policy & Procedure Manual. Board members unanimously approved the motion by Board member Michael McEntire, seconded by Board member Carrie Alfieri, to approve the MCVB Policy & Procedure Manual.

**14-200** Consider/Discuss/Act on the MCVB New Board Members Quick Reference Guide. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Carrie Alfieri, to Approve the MCVB New Board Members Quick Reference Guide.

There were no citizen comments.

BOARD OR COMMISSIONER COMMENTS. Councilman Pogue stated that later in the day a press release would be released in regards to action that Council took the previous evening. Pogue also updated board members on Gateway in regards to the remaining property at the location. He stated two presentations have been submitted to Council in a formal scenario for consideration; however the item has not come before Council on the agenda for action at this time.

Board Chair McEntire adjourned the MCVB board meeting at 8:26 a.m.

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Michael McEntire  
Chair