

VISIT MCKINNEY BOARD

REGULAR MEETING

SEPTEMBER 24, 2019

The Visit McKinney Board met in regular session at the SpringHill Suites, 2660 S. Central Expressway, McKinney, Texas on September 24, 2019 at 8 a.m.

Board members present: Jim Bressler, Bryan Perkins, Connie Gibson, Jon Dell'Antonia, Vincent Vittatoe, and Michelle Gamble who left the meeting at 9:31 a.m.

Absent: Sally Huggins

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, who left the meeting at 9:08 a.m., City Council Liaison Rick Franklin who joined the meeting at 8:07 a.m., and City Council Liaison Charlie Phillips who joined the meeting at 8:30 a.m.

Board Chairman Perkins called the meeting to order at 8:04 a.m. upon determining a quorum was present.

Perkins introduced guest Tamra Gaines, newly appointed alternate board member, whose term will start October 1, 2019.

Board Chairman Perkins called for approval of the minutes of the Visit McKinney Board Meeting of August 27, 2019. Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Vincent Vittatoe, to approve and refer the following consent items:

19-0785 Minutes of the Visit McKinney Board of August 27, 2019.

Perkins welcomed Joel Snell, General Manager of SpringHill Suites, Nancy Hough, General Manager of Home2 Suites by Hilton, and Casipia Breland, Director of Sales over both properties. All three gave a brief overview of both properties and future plans to increase occupancy. The occupancy rate for the first (opening) weekend alone was 80 percent with a surprisingly high number of stop-ins from travelers.

19-0786 Board Chairman Perkins called for Board and Liaison Updates

City of McKinney – City Manager Paul Grimes reported that the City Council adopted the budget; three public hearings were held and no one

from the public offered any input. Board Member Dell'Antonia asked for an update on the City Complex; Grimes responded that once a sufficient amount of land is secured, more details can be communicated to the public, but that construction is not expected to start until at least 2022. Since this is a generational project, input will be sought from the public which will require more time. Grimes explained the City's new compensation plan and highlighted the advantages of a step-based pay system which will go into effect September 30, 2019 for all city employees. Board Member Bressler sought confirmation from Grimes that the Board will meet with HR separately for training since the board is tasked with the evaluation of the Executive Director.

MEDC – No representatives from MEDC were present, so Board Chairman Perkins asked Board Members to refer to their respective attached reports.

MCDC – No representatives from MCDC were present, so Board Chairman Perkins asked Board Members to refer to their respective attached reports.

McKinney Main Street / MPAC – Executive Director Guerra relayed McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal's regrets of not being able to attend this board meeting due to the upcoming Oktoberfest.

Visit McKinney Finance Committee – Board member Bressler informed that Visit McKinney currently is about \$24,000 under budget with some of that coming from the personnel side due to an unfilled position for several months. The marketing/promotional side is also under budget. Guerra is still paying invoices, but overall the budget has been well managed and is in good shape. On the revenue side, Bressler stated that there was almost a two percent drop in occupancy over the prior August month and rate erosion has slightly occurred due to the shortfall in occupancy. Bressler continued to compare the numbers for McKinney to the

surrounding sister cities and praised the productivity of the staff despite the negligible slight drop in hotel room bookings of 454 versus 491 over last year.

19-0787 Executive Director's Report – Executive Director Guerra referred to her staff report but did highlight a greatly discounted full page regional ad in Woman's Day and Good Housekeeping's November Edition in the Round Rock and Austin area. Visit McKinney is splitting the cost with Main Street and it will feature Home for the Holidays. Guerra also mentioned the spike in social media interaction due to the McKinney to Munich promotion. Guerra listed the five People's Choice Awards Visit McKinney won at this year's TACVB Convention, talked about the premiere of "A Night of Chef's and Artists" last Sunday, which had over 200 viewers in attendance, and reported about her trip to DCI in Minneapolis and Vanesa Rhodes' participation in the bridal show in Leonard, TX. Guerra mentioned that Texas Lake Trails had their board meeting in McKinney, and that the Sheraton won the bid for Texas Academy of General Dentistry in April 2020 and the National Interscholastic Athletics Safety and Security Summit will be at the Sheraton in February 2020. NCAA is well underway and a card will be handed out at the McKinney to Munich booth at Oktoberfest. Guerra explained Rhodes' absence from the past two Board meetings because of her attendance at two tradeshow - Connect last month and Small Market Meetings in Green Bay this month.

19-0788 Consider/Discuss/Act on Visit McKinney KPIs for FY 19/20
Executive Director Guerra emphasized the revision back to five percent for the KPI to generate a five percent increase in the number of hotel room nights and conference bookings within the Corporate, Association and SMERF markets by September 2020. Since City Council now meets in February of each year to adjust their strategic plan for approval in late April, Guerra suggested that the Visit McKinney board starts meeting and adjusting Visit McKinney's strategic plan in April for a better alignment

with the Council's timing; the Board agreed. Board Member Dell'Antonia suggested a change in verbiage for Visit McKinney Objective #3 on page five of the KPI document and the board agreed to switch out the word "decrease" with "maintain" so the Objective reads "Maintain average line item variances to less than five percent by September 2020." Guerra's suggestion to make more of the new social media metrics being tracked available on the website to the public was not approved.

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to approve, with changes, 19-0788 Consider/Discuss/Act on Visit McKinney KPIs for FY 19/20.

19-0789 Consider/Discuss/Act on Approval of Visit McKinney Strategic Plan for FY 19/20

Executive Director Guerra presented the redesigned strategic plan. After discussion, Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Jon Dell'Antonia, to approve with the changes discussed during the meeting the Visit McKinney Strategic Plan for FY 19/20.

Board Chairman Perkins called for Citizens Comments. Incoming alternate Board member Gaines asked if measurements are taken to capture the occupancy tax income of VRBOs and AirBnBs. Guerra replied that the City is already looking into a model similar to the one Plano implemented.

Board Chairman Perkins called for Board or Commissioner Comments. Board Member Dell'Antonia asked if it is possible to encourage MCDC and MEDC to attend the Visit McKinney Board meetings as no representative from either organization comes to the board meetings, giving the impression that Visit McKinney is not important and emphasized that their attendance is beneficial so questions can be asked.

Board Chairman Perkins adjourned the meeting at 9:39 a.m.

Bryan Perkins
Chair