

# MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

## REGULAR MEETING

**JULY 24, 2018**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia, McKinney, Texas on July 24, 2018 at 8:00 a.m.

Board members present: Chairman Sally Huggins, Vice-Chairman Jennifer Estes, Secretary/Treasurer Connie Gibson, Hal Harbor, Jim Bressler, Bryan Perkins, and Julia Baublis.

Staff: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Administrative Assistant Cortney Marsh, and Staff Assistant Sue Davis.

Guests: Lauren Stephan (Yellow Wood Festival), Council member Scott Elliott, Council member Rainey Rogers, City Manager Paul Grimes, Assistant to City Manager Trevor Minyard, Chief Financial Officer Mark Holloway, and Director of MPAC/Main Street Amy Rosenthal.

Chairman Huggins called the meeting to order at 8:04 a.m. after determining a quorum was present.

Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Julia Baublis, to approve the following consent items:

- 18-616** Minutes of the McKinney Convention and Visitors Bureau Board Meeting of May 22, 2018
- 18-617** Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of May 21, 2018
- 18-618** Minutes of the McKinney Convention and Visitors Bureau Marketing/Development Committee Meeting of July 2, 2018

**18-619** Executive Director's Report – After asking board members if they had any questions regarding the May and June staff reports, Guerra gave the board updates for the May report. Communications Manager Beth Shumate attended a two-day Digital Marketing Symposium in Temple, Texas hosted by the Texas Association of Convention and Visitor Bureaus. Shumate expressed to the board how fantastic this event was, saying she was able to implement new practices to The MCVB's social media immediately. Guerra also reported on the MCVB's recent conference business. These included Volunteer Management Conference (May 3–4) that brought in around 100 people; Texas Society of American Technologists (May 2–5) which brought in 150 people; and Vintage Market Days (May 11–13) which brought in around 8,000 visitors with vendors staying at the Comfort Suites. In honor of National Tourism Week in May, Guerra stated that the walking tours guided by Guy Giersh were a huge success and something we would like to continue on a regular basis. The MCVB hosted a brown bag lunch to wrap up the special week during which historian Deborah Kilgore spoke about the history of theaters and other entertainment outlets around the square. Pending RFPs include Texas Health Network for which we should have an answer by June 7 for 20 people and 40 room nights, and Texas Association of Counties, Health & Employee Pool for February 2019, with approximately 300 room nights for which we should receive verification by August 16. McKinney Bed and Breakfast represented Texas in Reader's Digest's top B&Bs in every state. Ads were placed for the McKinney Shop in the Stonebridge Ranch Magazine and all three McKinney high school athletic programs. Guerra asked Shumate to show the addition of CrowdRiff to our Visit McKinney website. Shumate explained when the user generated social media images are gathered by the CrowdRiff portal, we are able to request privileges to those images for use in future marketing as well as using them in galleries on our website. Councilman Scott Elliott asked if names

would show up on the images that they belong to. Shumate demonstrated how the user name remains with the image and the portal does not direct you off our webpage like the previous service had done. Shumate also explained changes to our online meeting planners guide, showing how we are revamping it to be 100 percent digital. Board member Bressler asked if we are getting more traffic for RFPs on the site. Guerra advised these are mostly still coming in via phone and email at this time, but they do have the online option. Guerra also informed the board of acquiring inexpensive remnant ad space in Southern Living Magazine. This edition covers Texas, Oklahoma, Louisiana, Arkansas and Missouri, and has a distribution of more than 700,000 readers. Copart International, bringing in 90 room nights, and we are working with the Pigmy Goat Association on preparing a bid to bring their 2019 conference to Myers Park. County Line Magazine contacted Shumate about food tours offered in McKinney which resulted in a 2/3 page article, which amounted to more than \$6,000 in free PR value.

**18-620** Board & Liaison Reports

City of McKinney – City Manager Paul Grimes informed board members about the new city videographer, Sidney Diongzon. Also, National Night Out falls on August 7, causing the regular council meeting to be moved to August 6 with no work session that week. Currently the city has 39-40 block parties registered so far. Budgets will be submitted for final approvals on August 10.

MPAC/Main Street – Director Amy Rosenthal thanked the CVB for volunteering and assisting with the July 4<sup>th</sup> parade. Ms. Rosenthal advised that the Asleep at the Wheel concert was a sold out show, bringing in 50 percent new guests from other parts of Texas as well as Arkansas and Oklahoma. They will be returning for Home for the Holidays on Thanksgiving weekend. This year's MRT melodrama "Face on the Bar Room floor", runs for the next three weekends. Rosenthal updated the

board on the Cultural District application, saying we should know something by September 6. Texas Tenors are coming to MPAC on August 22, Small Business development center with Mark Wilson on August 20.

MCDC – Guerra mentioned MCDC would approve grants at this month's meeting. City Manager Grimes explained about the pilot program for grants the MCDC is considering would allow business owners the opportunity to apply for a maximum of \$25,000. This amount would have to be matched by the business owners for upgrades, primarily exterior of building, electrical, plumbing, etc. The first year budget for this program would be around \$100,000.

Financial – Board Member Bressler spoke on behalf of the Finance Committee, reporting the third quarter is in good shape. STR Report shows we are trending better in comps, with June occupancy down but rates holding strong. McKinney is down 3 percent, Allen is down 8 percent, Frisco is down 0.5 percent, and Plano is down 5%. Executive Director Guerra informed board members that we would benefit from having a part-time sales person to focus strictly on wedding business; our numbers are affected because Sales Manager Vanesa Rhodes has been focusing on corporate and association business.

Marketing and Development – Board member Estes discussed the MCVB grant schedule for FY 18-19. Round 1 applications are due October 1 with presentations taking place at the October 22 board meeting and voting taking place in November. Round 2 applications are due February 1, presentations take place February 26 and voting taking place in March. The board also discussed the possibility of putting caps on grant amounts or leaving them as being self-policed, with no action taken. Executive Director Guerra asked guest Lauren Stephan, organizer of the Yellow Wood Festival, to update the board on her event. Stephan stated 1500 people participated in the Yellow Wood Festival, with 300 taking part in the 5K, as well as having 100 vendors, and six bands. They were able to

donate \$2,000 to the Warriors Keep program and 45 room nights were generated from the event. Lauren felt high temperatures that day was a large contributor in lower than expected turnout, saying she would look at possibly doing the event in April next year. Ms. Stephan said her company, SBG Hospitality are hosting an event at TUPPS on October 27. Guerra also introduced the CVB's summer social media new campaign, #VisitMcKinneyFun.

**18-621** Chair Huggins called for Consideration/Discussion/Action on the Proposed MCVB FY 18-19 Budget for Submission to City Council for Approval. Board members unanimously approved the motion by board member Bressler, seconded by board member Baublis, to approve FY 18-19 Budget.

**18-622** Chair Huggins called for Consideration/Discussion/Action on revising the grant amount Applicants are Eligible to Receive per Grant Cycle. Board members unanimously approved the motion by board member Harbor, seconded by board member Bressler, to table indefinitely any restructuring of the grant amount units.

Chair Huggins called for board or commissioner comments. Board member Baublis invited all to Éclair Bistro in historic downtown McKinney for a Projection Mapping Restaurant experience. Chef Aaron Thomas, Optoma Technologies and Texas Instruments have partnered together for this upscale experience on Tuesday, August 7 at 5 p.m. Executive Director Guerra welcomed councilman Rainey Rogers back and thanked Councilman Scott Elliott for his time and commitment to the CVB. Councilman Elliot thanked the MCVB Board and staff for their work and stated he had enjoyed serving as the MCVB Council liaison over the past year.

Chairman Huggins adjourned the meeting at 9:27 a.m.

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SALLY HUGGINS  
Chair