

*The mission of the McKinney Convention and Visitors Bureau is to market McKinney as the Destination of Choices*

**MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

**REGULAR MEETING**

**June 26, 2012**

The MCVB Board met for a Regular Meeting in the MCVB conference room. Present were: Directors Angie Bado, Trae Gardner, Michael McEntire, Linda Fogg, Colleen Via-Friend, Doc Vranici, and George Lodge. Guests were Jason Cooley, City of McKinney Finance Department; Coco Good, City of McKinney Communications Director. Staff: Interim Executive Director Dee Dee Guerra, Tourism Services Representative Vanesa Baggett and MCVB Communications Manager Beth Shumate. Absent were Directors Linda Fogg and Colleen Via-Friend.

**Call to Order**

Board Chair Bado called the meeting to order at 7:32AM.

**Introductions**

Board Chair Bado welcomed guests and board members.

**Approval of Minutes of May 22, 2012**

**12-448**

Board Chair Bado asked for a motion to approve the minutes from the May 22, 2012 MCVB Board meeting. Director McEntire made the motion with a second by Director Vranici. The motion carried. No further action required.

**Consider/Discuss/Act –Board Retreat**

**12-449**

Board Chair Bado asked board members for input regarding asking author/speaker Carolyn Corbin to facilitate the next MCVB Board retreat planning session. Bado advised board members the earliest date that Ms. Corbin was available would be Saturday September 8, 2012. Director Baker made a motion to hold the MCVB Board Retreat on September 8, 2012 with Carolyn Corbin to facilitate and for the expense not to exceed \$500. Director McEntire seconded the motion. The motion carried. No further action required.

**Committee Reports**

**12-450**

*Development* –Board members discussed the need to obtain a clear understanding of the term “turn-key” from the landlord of the new building location that the MCVB offices will be moving to. Board Chair Bado asked the development committee to set up a meeting with the owner, owner’s Realtor as well as the MCVB’s Realtor to determine what is included in the “turn-key” build out. Bado also asked that Director Gardner be in attendance at that meeting. No further action required.

*Finance* –City Finance Manager Jason Cooley advised board members that the MCVB was at 64.6% of the 2011/2012 budget and overall the budget is trending where it should be. Director McEntire asked if the MCVB was able to re-coop the money that was spent for hotels to have membership in Texas Hotel & Lodging Association. Board Chair Bado advised the money was refunded. Interim Executive Director Guerra highlighted and reviewed the proposed 2012/2013 MCVB Budget with board

members. Board Chair Bado asked board members to hold off on voting on the proposed budget until the marketing committee report has been given. No further action required.

*Marketing* – Director Gardner advised board members that a big part of the marketing report was regarding marketing funds going towards the city’s IT department. The other part of the report would be to put marketing funds towards technology and updating the MCVB website. Director Vranici stated for the record that he thought it was more important to balance the MCVB budget before monies are spent on updating the website. City Marketing Manger CoCo Good advised board members that the city’s marketing department could have an independent website developed for the MCVB at a cost of \$8500 (one-time fee) and a yearly cost of \$1500. City Finance Manager, Dr. Jason Cooley advised board members that when a supplemental is submitted to council for approval, they are more inclined to approve the request when dipping into the fund balance for one-time costs verses having to dip into the fund balance for consistent operational cost. There was discussion regarding the proposed budget and supplemental costs. Director Baker stated that a motion should be made regarding the MCVB adding funds to the budget to have the website updated. Director Baker made the motion that a supplement of up to \$20k be presented to council provided that a note to the supplemental is added stating that the amount could be much lower if the City Marketing department creates the website. Director Lodge seconded the motion. Directors McEntire & Vranici opposed, all others were in favor. The motion carried. City Communications Manager CoCo Good updated board members on city marketing initiatives. No further action required.

**Directors Report** **12-451**

Interim Executive Director Guerra referred board members to the Director’s report and highlighted some of the staff’s accomplishments and activities. Guerra also advised board members that the new OCe’ printer/copier was delivered and the OCe’ representative advised the MCVB that the old printer could be donated or used as they wished. Board members discussed and agreed to donate the copier to one of the local non-profits in McKinney. No further action required.

**Liaison Reports** **12-452**

There were no liaison reports.

**Consider/Discuss/Act – MCVB Budget/Cap on Spending** **12-453**

The board discussed implementing a cap on spending, in that the Executive and/or Interim Executive Director could not spend more than \$2500 without board approval. Director McEntire made the motion, with a second by Director Lodge. All were in favor and the motion carried. No further action required.

**Consider/Discuss/Act – HR Search Committee Update** **12-454**

Director Baker advised the search committee was reviewing resumes and stated they would meet in the upcoming week to make recommendations on the candidate resumes they have received and deemed are appropriate to continue with. Board Chair Bado advised board members that once they have enough qualified candidates to interview; the committee would ask HR to close the posting for the MCVB Executive Directors’ Position. No further action required.

**Consider/Discuss/Act – Website Update** **12-455**

Board Chair Bado stated that discussion regarding the MCVB website was completed in the Marketing Committee report. No further action required.

**Consider/Discuss/Act – Realignment of MCVB Committees**

**12-456**

Board Chair Bado asked board members the topic of Realignment of MCVB Committees could be tabled until next month. Director McEntire made the motion for the discussion of the Realignment of MCVB Committees to be tabled until the July MCVB meeting. Director Vranici seconded the motion, all were in favor. No further action required.

**Citizens Comments**

There were no citizen comments.

**ADJOURN**

Board Chair Bado adjourned the meeting at 9:22 a.m.

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Angie Bado

Date

Board Chair

**The next scheduled regular MCVB Board meeting will be held: July 24, 2012 at 7:30 a.m. at the MCVB office conference room.**