

VISIT MCKINNEY BOARD

REGULAR MEETING

AUGUST 31, 2021

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, August 31, 2021, at 8:00 a.m.

Some Board and staff members participated in this meeting from one or more remote locations via Zoom Teleconference to contain the spread of COVID-19.

Board members present in person: Jon Dell'Antonia, Vincent Vittatoe, Jim Bressler, Connie Gibson, Sally Huggins, Bryan Perkins

Board members present via Zoom: Michelle Gamble

Alternate Members present via Zoom (non-voting): Tamra Gaines

Absent: None

Staff present in person: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Rachel Tamez, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, MEDC Executive Vice President Abby Liu, MCDC Board Liaison Rick Glew, City Council Liaison Richard Franklin, and City Council Liaison Justin Beller

Staff present via Zoom: Sales Manager Marie Woodard

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:01 a.m. upon determining a quorum was present, greeted everybody in the room and on the Zoom call by name, and noted that two members of the public were in attendance in person: Katie Scott and Deidre Woodard. There were no public comments on agenda items.

CONSENT ITEMS

21-0754 Minutes of the Visit McKinney Board Meeting of July 27, 2021

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Vincent Vittatoe, to approve and refer the minutes of the Visit McKinney Board Meeting of July 27, 2021, to City Council.

REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

21-0755 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes gave an update regarding the budget process, now underway and awaiting City Council approval, answered questions about the proposed tax rate, outlined newly funded positions, and referred to the City's website for more details about the proposed budget. Grimes named the proposed dollar values for the allocated budgets for the money boards - MEDC and MCDC are each to receive \$17.8 million and MCVB is allocated \$943,000. Also there is no water rate increase this budget year. Grimes spoke of the Council's last work session where a presentation was given about the connectivity improvement on the east side of McKinney, and informed about the TIFMAS (Texas Intrastate Fire Mutual Aid System) efforts of McKinney's Fire Department assisting Louisiana Fire Departments during Hurricane Ida. City Council Liaison Richard Franklin briefly highlighted the efforts already underway for the planning of the 2022 Byron Nelson tournament.

MEDC – MEDC Executive Vice President Abby Liu reported that the American Economic Development Organization (AEDO) Application was submitted to the International Economic Development Council (IEDC) on July 8, 2021. The next step is the feedback from the AEDO Review Team and the site visit to McKinney. The AEDO accreditation process generally takes two to three years to complete. Liu highlighted the number of projects in the pipeline, and the construction process along Highway 121.

MCDC – MCDC Board Liaison Rick Glew gave an overview of the timing and dollar amounts for the current grant cycle and went into more detail for the two Retail Development Infrastructure Grants for Gather and The Neathery Estate. Glew reported on the status of the TUPPS Brewery Expansion project and the One Heart McKinney initiative.

McKinney Main Street / MPAC - McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal listed upcoming events for September, with special focus on Oktoberfest, spoke about the unveiling of the new mural on the Cadence Cyclery building, and the progress of the Silo Mural Art Project, which received \$90,000 in grant funds from the Texas Commission on the Arts. Rosenthal answered questions about the new lighting fixtures on Louisiana Street.

Visit McKinney Finance Committee – Board member Jim Bressler covered the operating statement of July 2021, and he went through the STR report with the Occupancy, Average Daily Rate (ADR) and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities, giving special attention to the highest average rate in McKinney hotels since 2019 and future trends. A discussion followed around the Sheraton's occupancy and lost business due to McKinney not having adequate facilities for larger events. MEDC Executive Vice President Abby Liu mentioned the upcoming BISNOW event being held at the Sheraton on October 28, 2021 that is expected to attract about 400 attendees, mainly members of the commercial real estate community, such as site selectors and developers.

21-0756 Executive Director's Report

Executive Director Dee-dee Guerra highlighted the two awards won at this year's TACVB conference with a special shoutout to the first place award for the new Visit McKinney branding. Guerra touched on her report for July, mentioning that June and July's HOT tax surpassed the 2020 collection, and that occupancy is trending upwards. Guerra praised the sales staff and their efforts with RFPs and bringing business to McKinney, as well as achievements from the advertisements and marketing campaigns. Guerra called for volunteers to staff the McKinney to Munich booth at the Oktoberfest and highlighted recent participation numbers for the walking tours that Visit McKinney puts on with the help of the Historic Preservation Office. Guerra thanked Paula Nasta, Tonya Fallis, and Guy Giersch for their continued support. Guerra showed two articles recently published about Pat Rogers and Jason Lim.

REGULAR AGENDA

21-0757 Consider/Discuss/Act on the Lease Agreement with Jim Latino

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve the lease agreement with Jim Latino.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

There were no public comments regarding matters not on the agenda.

BOARD OR COMMISSIONER COMMENTS

There were no Board or Commissioner comments.

ADJOURN

Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Jon Dell'Antonia, to adjourn the meeting at 8:42 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by Visit McKinney board members on:

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CONNIE GIBSON
Board Chair

JIM BRESSLER
Secretary / Treasurer