

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

JULY 23, 2019

The McKinney Convention and Visitors Bureau Board met in regular session at The Red Gate Inn, 811 Church Street, McKinney, Texas on July 23, 2019 at 8:00 a.m.

Board members present: Jim Bressler, Bryan Perkins, Connie Gibson, Jon Dell'Antonia, Michelle Gamble, and Vincent Vittatoo.

Absent: Sally Huggins

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Staff Assistant Sue Davis, McKinney City Manager Paul Grimes, Special Events Coordinator Andrew Jones, City Council Liaison Rick Franklin, and City Council Liaison Charlie Phillips.

Board Chairman Perkins called the meeting to order at 8:05 a.m. upon determining a quorum was present.

Board Chairman Perkins thanked Red Gate Inn Innkeepers Paul Hunt and Melissa Hunt for their hospitality.

Board Chairman Perkins called for approval of the minutes of the McKinney Convention & Visitors Bureau Board Meeting of June 25, 2019. Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve and refer the following consent item:

19-0595 Minutes of the McKinney Convention and Visitors Bureau Meeting of June 25, 2019.

19-0596 Board Chairman Perkins called for Board and Liaison Updates.

City of McKinney – City Manager Grimes reported that the budget continues moving forward and the presentation to council will be August 9, 2019. This afternoon, Grimes will be leaving with the Mayor, Deputy City Manager Jose Madrigal, Assistant to the City Manager Trevor Minyard, and Airport Director Ken Carley for Washington to meet with the FAA in order to continue to promote the airport. The state set aside money for a 1,500 ft. runway extension either to the South or to the

North. Grimes explained that the purpose of the extended runway is to attract and accommodate users with aircraft larger than a 737 to be able to take off on a hot summer day. Any constraints regarding lift and dynamics would be removed with a larger runway. Grimes also mentioned that Cirrus Aircraft, the world's largest small personal aircraft manufacturer, based out of Minnesota, will be building a hangar and service center at McKinney National Airport. Board Member Bressler inquired about the upcoming budget and asked what the difference is to the past. Grimes responded that even though some cities will max out under the revenue cap this year, the constraints on the cap will not take effect this cycle. The City of McKinney does not intend to max out this year but will instead be prudent and keep everything as it is. Grimes reported that Council just finalized and approved an updated incentive agreement for the resort hotel in Craig Ranch and groundbreaking is set to start in September 2019.

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

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McKinney Main Street / MPAC - Special Events Coordinator Andrew Jones relayed the following updates from MPAC/Main Street Program Director Amy Rosenthal. Main Street is pleased with the use of the valet parking lot, with 300-350 cars using it per weekend. A final report will be provided to City Council on August 20, 2019. The McKinney Wine and Music Festival has requested access to Parking Lot Number 2 and part of Dr. Glenn Mitchell Memorial Park. Downtown merchants are currently asked to give feedback; an update will follow soon to City Council. MPAC's Elvis tribute concert Saturday is sold out.

MCVB Finance Committee – Board member Bressler reported on the status of the budget, which is three quarters into the year; the expense side looks favorable. Executive Director Guerra explained that the \$24,000 under budget figure from the marketing side is coming mainly from grant applicants who have not submitted their invoices for reimbursement yet. Guerra informed the Board that she has already initiated grant funding for the Heard Museum to be carried over into the next fiscal year because of a timeline shift in web development for which they were awarded funds. Grants for the International Festival and the Salsa Festival have also yet to be turned in. On the revenue side, Bressler reported the occupancy rate for McKinney was up by 1.3 percent; Allen's occupancy rate is down by 7.9 percent, Frisco's is down by 7.4 percent, and Plano's is down by 3.5 percent. One explanation is that McKinney is more of a summer destination, than Allen, Frisco, and Plano that take on more corporate travel throughout the year and are impacted by the reduction in corporate travel due to summer vacations. Board Chairman Perkins said that the percentage indicator reflects the percentage of occupancy of available rooms, and since the available rooms have increased with the opening of one of the two new hotels, the percentage overall might fall in the coming months.

MCVB Marketing/Development Committee – Board Member Gamble reported that the committee met on July 9, 2019 for the fine tuning of the Marketing Report. The committee looked at the Marketing Report from the City of Newport Beach as an example. City Communications will be assisting in putting it all together and it will be presented to the Board at the August meeting.

19-0597 Executive Director's Report – Executive Director Guerra highlighted a letter received from the Office of the Governor informing that the Event Trust Fund for the NCAA Game Division 2 was approved. Guerra submitted a report where money will be spent, and once the City offers

up \$11,000 into the trust fund, depending on seats sold, the City would be eligible to receive back up to \$71,364. Guerra reported the Hilton Home 2 has opened and it is expected that the SpringHill Suites will open in about a month. Guerra congratulated Vanesa Rhodes for being selected to the Leadership Class of 2020, and expressed her excitement that she herself was invited to a meeting with the MEDC's BREP (Business Retention and Expansion Program) office and the Chamber. As a result of that meeting, all three entities will be doing corporate sales calls together and will be working together in meeting clients' needs and letting them know that the City is here for them. Guerra passed around an email from a viewer to the blog praising the entry about the Crepe Myrtle Trail.

19-0598 Presentation from Andrew Jones of McKinney Main Street about the "McKinney to Munich" Promotion. Special Events Coordinator Jones reported about the "McKinney to Munich" Promotion the McKinney Main Street asked Visit McKinney to host in conjunction with Hofbrau. Jones reported on the "McKinney to Munich" Sweepstakes Promotion leading up to the McKinney Oktoberfest taking place September 27-29, 2019. Rafflecopter is handling the collection of entries and the selection of the winner. The contest opens August 1, 2019 and runs through the end of Oktoberfest. The winner of the free trip to Munich for Oktoberfest 2020 will be selected 72 hours after closing. The expectation is to collect about 100,000 to 150,000 entries to bolster email lists and interactions on Facebook and getting a lot of Social Media "Likes". A test giveaway is available to test the Rafflecopter service and all entries are free during the main contest. The winner has two weeks to claim the prize; there will be some follow up residual with pictures from the winner's trip and the promotion might possibly become an ongoing feature in future years. McKinney Main Street will cover the cost of using the Rafflecopter service. The partnership with MCVB includes covering the airfare costs

and hosting a booth at the Oktoberfest where people can go to sign up for the contest.

19-0599 Board Chairman Perkins called for a motion to Consider/Discuss/Act: MCVB Board Gives Authorization to Executive Director Guerra to Contact the City Attorney to Change Its Name, "McKinney Convention & Visitors Bureau" to "Visit McKinney" by Amending Its Certificate of Formation And Notify All Parties Necessary of The Name Change. Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Michelle Gamble, to approve the MCVB Board giving authorization to Executive Director Guerra to contact the City Attorney to change its name, "McKinney Convention & Visitors Bureau" to "Visit McKinney" by amending its certificate of formation and to notify all parties necessary of the name change. A discussion followed highlighting the benefits of the name change.

19-0600 After much discussion of setting room night goals the Consider/Discuss/Act on MCVB KPIs for FY 19-20 was tabled. Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Vincent Vittatoe, to table to another meeting on August 27, 2019.

Board Chairman Perkins called for Citizens Comments. There were none.

Board Chairman Perkins called for Board or Commissioner Comments. There were none.

Board Chairman Perkins adjourned the meeting at 9:20 a.m.

Bryan Perkins
Chair