

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

April 17, 2014

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting at the MCVB Conference Room at 200 W. Virginia Street, McKinney Texas on April 17 2014 at 8:00 a.m.

Attendees: Board Members- Sharon Dill, Carrie Alfieri, Hal Harbor. Staff: Dee-dee Guerra & Vanesa Baggett. (Vanesa Baggett opened the meeting while ED Guerra finished up with the Finance Meeting).

Items of Discussion:

New Advertising/Marketing:

- **Certified Folder Service** – This is an annual contract we do. For \$1150, we get an ad in the DFW area street map brochure (print run of 100,000) and our Visitors Guides are distributed in 700 brochure racks throughout North Texas in hotels, visitor centers and such.
- **McKinney Magazine** – The Chamber publication offered us a free 1/6-page ad in the May issue. We used it to advertise the upcoming National Travel & Tourism Week and the Made in McKinney Store.
- **2014 Dallas Tea Affair** – This is an event taking place at the Heard-Craig Center and hosted by Tea in Texas Magazine. **We're doing a \$400 sponsorship which gets us the following:**
 - a logo on the event full page ad in their magazine
 - MCVB logo on all printed materials (250 event posters and 1000 postcards)
 - Logo on the event website
 - Listing in their online newsletter to 3000 readers
 - Logo on the event program and a free ticket to the event

- A table at the event to promote MCVB/Made in McKinney Store

Update on Opportunities We're Investigating/Considering

- ***American Way Magazine***: The roundtable partners are considering a full page ad in either the June or July issue. A couple of the entities are hesitant, so the group will discuss again on 4/16. It's a total cost of \$25,000 and the MCVB has committed \$5000 if the partners decide to do it.

(At 8:10 am ED Guerra and Director Alfieri joined the Marketing meeting. ED Guerra took over the meeting and Vanesa Baggett excused herself from the meeting).

- **AdInk** - MCVB received an opportunity to advertise in ***Sports Illustrated, Time*** and ***The Week*** magazines in Austin and Oklahoma City for a total of \$4500. (That would include a full page ad in each magazine in both markets – a total of 6 ads – with a total subscriber base of 65,000 with readership of 350,000. We've asked CoCo's department to split the cost. Waiting to learn if that's possible. Director Alfieri brought up the discussion that Finance just had regarding the Advertising and Promotional Budgets and being able to showing ROI and whether some of the items that Staff planned on perusing would be a justified with the numbers that were being presented for the month.
- **Imaginity** – Beth met with them about remarketing efforts through GoogleAds. They have not contacted us back with a proposal, but we have been running GoogleAds with a \$5.80 a day budget to see how they're functioning. If they don't amount to anything after a two week run, we'll pull them and look elsewhere.
- **Dallas News Marketing Services** – The Dallas Morning News contacted us about doing something similar with GoogleAds remarketing in addition to some SEO work. Beth is meeting with them on 4/22 to learn more about what they can offer and how much it would cost.

Items Just Completed

- **WFAA** – This paid piece (4 minute segment) was aired live on April 7 during **Good Morning Texas**. We also had a contest page running for one week and were included in two email blasts and banners on their website. Contest ends on 4/12, so we'll know a winner and have the list of entrants' contact info soon. We'll report this when we know. We've already gotten a lot of social media coverage on this with all the partners within the city sharing it. (Cost was \$9900.) Director Dill commented on how she felt this was money well spent.
- **KEYE-TV in Austin** – These pieces just aired on April 10 during the 5-7 a.m. morning news on this CBS affiliate as part of a Roadtrippin' segment. WE wound up with two other partners – Mom & POPcorn and McKinney Bed and Breakfast. All three spots are featured on a page accessible from their homepage and will stay there until we rotate off in about 5 weeks. Good coverage and we'll receive all the film footage they shot while here in addition to ownership of the videos. The station would like to come back to do another one around the holidays. We'll be able to use the Spring segments to hopefully sell more partnerships next time. (Cost: \$2500.)
- Google Analytics for March 2014.

The meeting was adjourned at 8:45 a.m.

Sharon Dill

MCVB Marketing Committee Chair