



Visit McKinney

Agenda

Tuesday, January 26, 2021

8:00 AM

McKinney Performing Arts Center
Ruschhaupt Hall
111 N. Tennessee St.
McKinney, TX 75069

PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

Please note that a quorum of the Visit McKinney Board may not all be present at the same location. Some members may instead participate in this meeting from one or more remote locations in an effort to contain the spread of COVID-19. In addition, there may be occasions when the audio and/or video transmission may not be clear or may be interrupted. In those instances, the meeting will continue so long as a quorum is still present.

CALL TO ORDER

PUBLIC COMMENTS ON AGENDA ITEMS (For Non-Public Hearing Agenda Items)

If you wish to address the Board on a posted item on this agenda, please fill out a "Request to Speak" card and present it to the Clerk before the meeting. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Board for items listed as public hearings will be recognized when the public hearing is opened.

Speakers wishing to address the Board regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Board Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.

CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

21-0085 [Minutes of the Visit McKinney Board Meeting of November 24, 2020](#)

Attachments: [Minutes](#)

REGULAR AGENDA

21-0086 [Update from Simpleview on the Re-Brand and the Website Prototype](#)

REPORTS

21-0087 [Board and Liaison Reports](#)
[City of McKinney](#)
[MEDC](#)
[MCDC](#)
[McKinney Main Street / MPAC](#)
[Visit McKinney Finance Committee](#)

Attachments: [MEDC Report December 2020](#)
[MEDC Report January 2021](#)
[MCDC Report December 2020](#)
[MCDC Report January 2021](#)
[VM Financials November 2020](#)
[VM Financials December 2020](#)
[STR Report November 2020](#)
[STR Report December 2020](#)
[Occupancy Report November 2020](#)
[Occupancy Report December 2020](#)

21-0088 [Executive Director's Report](#)

Attachments: [Staff Report November 2020](#)
[Staff Report December 2020](#)

REGULAR AGENDA

21-0089 [Consider/Discuss/Act on Approval of Changes to Visit McKinney KPIs for FY 20/21](#)

Attachments: [KPIs FY 20/21 Changes](#)

21-0090 [Consider/Discuss/Act on Approval of Changes to Visit McKinney Strategic Plan for FY 20/21](#)

CITIZEN COMMENTS**BOARD OR COMMISSIONER COMMENTS**

Board or Commission Comments relating to items of public interest: Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 22 day of January, 2021 at or before 5:00 p.m.

*Dee-dee Guerra
Executive Director*

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Phone 972-547-2694 or email contact-adacompliance@mckinneytexas.org. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.