

## **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

### **REGULAR MEETING**

**FEBRUARY 28, 2017**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney, Texas on February 28, 2017 at 7:30 a.m.

Board members present: Sally Huggins, Jennifer Estes, Wayne Hill, Jim Bressler, Bryan Perkins, and Connie Gibson.

Absent: Hal Harbor

Staff: Executive Director Guerra, staff members Sue Davis, Ashley Ford, Beth Shumate and Vanesa Rhodes.

Guests: City of McKinney Mayor Brian Loughmiller, McKinney City Council Member Rainey Rogers, McKinney City Manager Paul Grimes, City of McKinney Director of Strategic Services Chandler Merritt, City of McKinney Sr. Financial Analyst Trevor Minyard, McKinney Main Street/MPAC Director Amy Rosenthal and MCDC Board Chair Kurt Kuehn.

Board members unanimously approved the motion by board member Jim Bressler, seconded by board member Sally Huggins, to approve the following consent agenda items:

- 17-239** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of January 24, 2017.
- 17-240** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of January 20, 2017.
- 17-241** Presentation from Main Street Director Amy Rosenthal on Transportation for Downtown. Director Rosenthal proposed to have an electric shuttle that seats six passengers. The projection of hours to run the shuttle is 20-30 weekly hours at a cost of 30 cents a day to operate. MCDC is funding the purchase of a Polaris to run as a no cost (free for all riders) service as a short term solution for a long term downtown parking issue.
- 17-242** Executive Directors Report – Executive Director Guerra updated board

members with a few highlights including: Beth Shumate got one of her pictures picked up by USA Today which equaled approximately \$40,000 in free advertising. Beth also earned her TDM this year at the annual conference of the Texas Association and Convention & Visitors Bureau. Vanesa Rhodes received and forwarded an RFP from the Texas Rural Letter Carriers Association to the Sheraton Hotel and Conference Center. Ms. Guerra attended the "For Women For Life," trade show and the Annual Chamber meeting.

**17-243** Board & Liaison Reports

City of McKinney – City Manager Paul Grimes advised board members about the First McKinney Urban Transit District Program Meeting being held that afternoon at the John and Judy Gay Library. In addition he informed members that Council had a joint meeting with McKinney ISD on February 27, 2017. Mr. Grimes gave an update for the Gateway Project including staff approval and discussion with the developer regarding a start date for the project. Director of Strategic Services Chandler Merritt gave a legislative update regarding uniform school start date and Senate Bill 6. Mayor Loughmiller shared enthusiasm of the Apex Centre opening that morning (February 28, 2017). Additionally, he updated board members on the Resort Hotel at Craig Ranch, and stated Council has given permission to city staff to negotiate a deal. Mr. Grimes added, the development around the proposed Costco project site at 380 and Hardin is scheduled to begin in late spring.

Main Street/MPAC – Executive Director Amy Rosenthal reviewed the upcoming events taking place downtown highlighting Arts in Bloom which will be held April 7-9.

MCDC – Board chair Kurt Kuehn stated the MCDC Board approved partial funding for a new sheet of ice at the Dr. Pepper StarCenter. In addition he informed board members about the Apex approval and how it came into completion. He also advised of MCDC's partnering with Main

Street to purchase the electric shuttle for the downtown area.

Finance Committee – Board member Jim Bressler provided an update on the January HOTTAX and stated the average daily rate continues to climb. Additionally he stated that McKinney hotels are showing great growth over those in Plano, Allen and Frisco. Mr. Bressler informed Board members the new Holiday Inn Express in Craig Ranch is scheduled to open in March. Additionally two more extended stay hotels will open this year. He stated with the addition of these hotels we will see an increase in HOTTAX. Bressler stated that the MIM store revenue has declined from its inception and the finance committee is discussing the redirection of the consignment contract and how to move forward.

HR Committee – Committee Chair Perkins provided an update on the strategic plan and goals of the MCVB. He advised board members that moving forward, discussions for updating the strategic plan and goals will begin in August with approval taking place in September. The implementation of the updated plan and goals will now take place in October.

- 17-244** Consider/Discuss/Act on Approval of MCVB Strategic Plan and Goals for FY 16/17. Board members unanimously approved the motion by board member Bryan Perkins, seconded by board member Jennifer Estes, to approve the MCVB Strategic Plan and Goals for FY 16/17.

Board Chair Hill adjourned the meeting at 9:00 a.m.

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WAYNE HILL  
Chair