

VISIT MCKINNEY BOARD

REGULAR MEETING

OCTOBER 27, 2020

The Visit McKinney Board met in regular session via Zoom Teleconference on October 27, 2020, at 8:30 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Jim Bressler, Connie Gibson, Sally Huggins, and Bryan Perkins

Absent: Alternate member Tamra Gaines

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Sales Manager Marie Woodard, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, outgoing MCDC Board Liaison John Mott, incoming MCDC Board Liaison Rick Glew, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, City Council Liaison Richard Franklin, who left the meeting at 9:40 a.m., and City Council Liaison Charlie Philips who joined the meeting at 9:05 a.m. and left at 9:25 a.m.

Grant applicants present: Jason Lim – Artistic Director, Odysseus Chamber Orchestra; Andrew Stephan – Vice President, SBG Hospitality; Carol Sullivan and Shane Nicoll – Owners, CW Designs; Angi Burns – Executive Director, Ovation Academy of Performing Arts, and Kathryn Ross – Parents Club President, Ovation Academy of Performing Arts.

CALL TO ORDER

Board Chair Bryan Perkins called the meeting to order at 8:31 a.m. upon determining a quorum was present, greeted everybody on the zoom call by name, and noted that nobody from the public was in attendance so there were no citizen comments.

Board Chair Perkins called for nominations for the Board Chair Position and Bryan Perkins and Connie Gibson were nominated. After stating public record rules, a show of hands favored Connie Gibson as Board Chair.

20-0952 Election of Officers

Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Michelle Gamble, to approve the election of Connie Gibson as Board Chair.

Newly elected Board Chair Connie Gibson took over the meeting. Throughout the rest of the meeting newly elected officers and appointees received congratulatory remarks from other Board members and staff and outgoing chair Bryan Perkins was thanked multiple times for his service as Board Chair.

Board members unanimously approved the motion by Board member Michelle Gamble, seconded by Board member Jim Bressler, to approve the election of Vincent Vittatoe as Board Vice Chair.

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Vincent Vittatoe, to approve the election of Jim Bressler as Secretary/Treasurer

20-0953 Appointment of Visit McKinney Subcommittee Members: a. Finance Committee, b. HR Committee, c. Marketing Committee

Board Chair Connie Gibson appointed Jon Dell'Antonia, Vincent Vittatoe, and Jim Bressler, to serve on the Finance Committee with Bressler heading up the committee.

Board Chair Connie Gibson appointed Sally Huggins, Jon Dell'Antonia, and Vincent Vittatoe, to serve on the HR Committee with Vittatoe heading up the committee.

Board Chair Connie Gibson appointed Bryan Perkins, Sally Huggins, and Michelle Gamble, to serve on the Marketing Committee with Gamble heading up the committee.

CONSENT ITEMS

20-0954 Minutes of the Visit McKinney Board Meeting of September 29, 2020

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Sally Huggins, to approve and refer the minutes of the Visit McKinney Board Meeting of September 29, 2020, to City Council.

REGULAR AGENDA

Board Chair Connie Gibson asked for the grant presentations to be moved ahead of the reports.

- 20-0957** Consider/Discuss the Grant Application from Ovation Academy of Performing Arts in the Amount of \$15,000 for the Advertisement and Promotion of the Parents of Performers Convention (POP-CON)

A presentation was given by Angi Burns, Executive Director, and Kathryn Ross, Parents Club President of Ovation Academy of Performing Arts. Burns and Ross stood for questions.

- 20-0958** Consider/Discuss the Grant Application from Odysseus Chamber Orchestra in the Amount of \$8,000 for the Advertisement and Promotion of the 2020-2021 Concert Season

A presentation was given by Jason Lim, Artistic Director of Odysseus Chamber Orchestra. Lim stood for questions.

- 20-0959** Consider/Discuss the Grant Application from SBG Hospitality in the Amount of \$8,000 for the Advertisement and Promotion of the McKinney Sip + Stroll Series 2021 (5 to 7 Events)

A presentation was given by Andrew Stephan, Vice President of SBG Hospitality. Stephan stood for questions.

- 20-0960** Consider/Discuss the Grant Application from CW Designs in the Amount of \$14,335 for the Advertisement and Promotion of Home for the Virtual Holidays

A presentation was given by Carol Sullivan and Shane Nicoll, Owners of CW Designs. Sullivan and Nicoll stood for questions.

The Marketing Committee will meet on all the grant applications next month and bring the recommendations back to the board.

REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

20-0955 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney
Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Council Liaison Richard Franklin gave an update on the AT&T Byron Nelson Golf tournament that relocated to McKinney and answered questions regarding hotel bookings. Executive Director Dee-dee Guerra and City Manager Paul Grimes provided additional information regarding the golf tournament, hotel bookings, the status of the resort hotel and the current hotel financing market. Grimes also updated about the progress of the Throckmorton Statue Advisory Committee, the City Hall Project, and the architect firm Lake | Flato Architects in partnership with Parkhill, Smith & Cooper, that will be recommended to the City Council on November 3, 2020. Grimes gave the current population numbers and the impact the new census data will have as the City is approaching the 200,000 mark.

MEDC – No representatives from MEDC were present. Board Chair Connie Gibson asked Board Members to refer to the respective attached report.

MCDC – Incoming MCDC Board Liaison Rick Glew gave an overview of the timing of the promotional and project grant cycles. Glew highlighted his attendance at the Cotton Grove Housing Project Groundbreaking Ceremony in cooperation with Habitat for Humanity and explained the status of the different agreements with TUPPS Brewery. Glew thanked outgoing MCDC Board Liaison John Mott for his service as the liaison for the past year.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal gave an overview of the activities scheduled for the rest of October, the month of November, and the different modifications that needed to be made in regards to the Home for the Holidays festivities due to COVID19. Rosenthal highlighted the success Main Street is having during SBG's various "Walks" as the events bring business to the downtown area. November 28, 2020 is Small Business Saturday and Chestnut Square is having a Christmas in the Village event with Santa, and a lighting ceremony. Main Street will participate in Artists Sunday, a newer initiative

which is taking place the Sunday after Thanksgiving. Santa's Helpers from WFAA will be back December 10, 2020 and the Christmas Parade of Light with the Rotary Club is scheduled for December 12, 2020, with more social distance details coming soon.

McKinney Finance Committee – Board member Jim Bressler went through the operating statement and noted the budget savings of \$85,713, with most of the savings occurring in marketing and sales related expenses that were controllable due to the pandemic this year. Bressler praised the staff for coming in under budget, being able to make quick decisions and not spending unnecessary money under the changing circumstances. The overall savings was 10 percent and no layoffs occurred. Bressler gave an overview of the upcoming budget, explained the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR) and compared the numbers with the surrounding cities. Bressler noted that Visit McKinney with a budget of a little under \$900,000 brings in well over \$20 million in revenue for McKinney hotels (room rates only, not including food and beverage or spending in stores), generates about \$1 million in Hotel Occupancy Tax, is a profitable entity, and contributes great revenue streams for the City. Bressler mentioned the struggle of the Sheraton due to the lack of conference business and went through the goals for this fiscal year: a 50-55 percent occupancy rate, an average daily rate between \$75-\$80, and revenue around \$20 million.

20-0956 Executive Director's Report

Executive Director Dee-dee Guerra referred to her attached report, reminded about the upcoming State of the City Event, and gave her annual "Year in Review" presentation for fiscal year 2019/2020. Guerra thanked the Board members for their guidance last year. Guerra and Communications Manager Beth Shumate answered marketing questions from the board.

CITIZEN COMMENTS

There were no citizens comments.

BOARD OR COMMISSIONER COMMENTS

Board member Michelle Gamble thanked the staff for the hard work last year and board members chimed in and agreed. Board Chair Connie Gibson proposed to look into a Christmas Holiday Dinner. Board member Bryan Perkins reminded that there are gifts for the board members that were sent by the City Secretary for the new term 2020-2021.

ADJOURN

Board members unanimously approved the motion by Board member Michelle Gamble, seconded by Board member Vincent Vittatoe, to adjourn the meeting at 10:22 a. m.

CONNIE GIBSON
Chair