

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

July 13, 2015

The McKinney Convention & Visitors Bureau Marketing committee met on 7/13/15.

In attendance were Board members: Jennifer Estes, Cricket Killingsworth, & Sally Huggins.

Staff: Executive Director Dee-dee Guerra & Communication Manager Beth Shumate.

The meeting was called to order at 2:35 pm

The Committee reviewed the following items:

1. Advertising and Promotional expenditures, no discussion.
2. Target Market Study from Ray Turco and Associates. Executive Director Guerra updated the Committee that the second Target Market study will start next week.
3. Collin County Sestercentennial Event- Executive Director Guerra informed the Committee that the event will be held April 16-17, 2016. Angie Bado has come to staff to ask for help to Market the event. The event has a lot of different components: a BBQ cook off, MPAC is involved, Chestnut Square will promote their Living Days, the Collin County Historical Society Museum will have a year-long exhibit on Collin McKinney, the library is participating by having a "Read Across McKinney" series, the Collin County Commissioners Court is backing the event as well as Myers Park where they will be erecting a working homestead.
4. Behavioral Marketing vs. SEO- Director Guerra & Communications Manager Shumate explained the Behavioral Marketing Program to the Committee. After much discussion, the Committee agreed that the Behavioral Marketing was a much better use of funds over the SEO Campaign that had previously been approved. It will start with the new fiscal year in October.
5. Communications Manager Shumate updated the Committee on the Pandora campaign. To date, we have had 22 click-thru's to our website and we have had a few phone calls as well as have heard that when people were traveling in the area in (San Antonio) that they heard the ad. A final report will come by the end of July.

6. The redesigned Visitors Guide is currently being printed and should be delivered soon.
7. Googlemaps video (a young man came in to pitch this a couple weeks ago). After discussion, the Committee didn't feel it was worth pursuing this feature.
8. Informed the committee that staff has proposed to City Communications the possibility of their help in creating videos of our hotels and meeting venues. Staff is looking to put them on YouTube to help sell the destination to more meeting planners and visitors. This is still under discussion with City Communications.
9. Communications Manager updated the group on the AJR proposal for the upcoming year's state publications – three different proposals with varying sized ads. After some discussion, the Committee decided that we should stay with the campaign size for which we are currently contracted and not increase ad size in any of the publications because it would be too costly.
10. Staff informed the committee that the City Communications Department has offered to do a template for the CVB ads. After some discussion, the Committee agreed that it is in the best interest of the CVB to continue the uniform look of the website, ads and the visitor's guides. The CVB would welcome and appreciate the help to refresh the ad and make everything more uniform.

The MCVB Marketing Committee meeting was adjourned at 3:30 pm

Sally Huggins

MCVB Marketing Committee Chair