

VISIT MCKINNEY BOARD

REGULAR MEETING

JUNE 25, 2024

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at McKinney City Hall in Council Chambers, located at 222 N. Tennessee Street, McKinney, Texas on Tuesday, June 25, 2024 at 8:00 a.m.

Board Chair Katie Scott called the meeting to order at 8:00 a.m. upon determining a quorum consisting of Board Chair Katie Scott, Board Vice Chair Whitney Nash, Emily McClure, Patrick McGuire, Keith Gall, Juanita Pena, Efrem Windom and Alternate Brian Medina, attending as a non-voting member.

Visit McKinney Staff Present: Executive Director Aaron Werner, Meeting & Event Services Manager Alisha Holmberg, Senior Communications and Media Specialist Beth Shumate, and Executive Assistant Paula Martin.

Others Present: City Manager Paul Grimes, MEDC Senior Vice President Michael Tally, Cultural District Director Andrew Jones, City Councilman Patrick Cloutier, MCDC Board Liaison Deborah Bradford, and Guest Presenter Tom Burnett President/CEO Southwest Sports Partners.

Board Chair Katie Scott called for Public Comments on agenda items. There were none.

INFORMATION SHARING

Board Chair Katie Scott called for Information Sharing agenda items.

24-1685 Sports Tourism Opportunities - Tom Burnett, President/CEO, Southwest Sports Partners, LLC

Mr. Burnett spoke to the Board about the consulting services provided by Southwest Sports Partners, and the growing opportunities for increasing sports tourism in McKinney.

CONSENT ITEMS

Board Chair Katie Scott called for Consent Items on the agenda.

24-1686 Minutes of the Visit McKinney Meeting of May 28, 2024

Board Members unanimously approved the motion by Board Member Patrick McGuire, seconded by Board member Keith Gall, to Approve and Refer the Minutes of the Visit McKinney Meeting of May 28, 2024.

REPORTS

Board Chair Katie Scott called for Board Reports.

- 24-1687** Board and Liaison Reports
 - City of McKinney
 - MEDC
 - MCDC
 - McKinney Main Street / MPAC
 - McKinney Parks and Recreation
 - Visit McKinney Finance Committee
 - Visit McKinney Marketing Committee
- 24-1688** Executive Director's Report

CONSENT ITEMS

- 24-1689** Consider/Discuss/Act on the Grant Application from Texas Women Society in the Amount of \$9500 for the Marketing and Promotion of the Lunar Harvest Moon Festival

Board Members unanimously approved the motion by Board Member Efre Windom, seconded by Board Member Juanita Pena, to Award Grant Funding in the amount of \$4750.00 to the Texas Women's Society for the Marketing and Promotions of the Lunar Harvest Moon Festival.

- 24-1690** Consider/Discuss/Act on the Grant Application from Ratrodtober in the Amount of \$5,000 for the Advertising and Promotion of the Ratrodtober Car and Bike Show.

Board Members unanimously approved the motion by Board member Keith Gall, seconded by Board Member Whitney Nash, to Award Grant Funding in the Amount of \$4000.00 to Ratrodtober for the Advertising and Promotion of the Ratrodtober Car and Bike Show. Board Chair Katie Scott serves on the Ratrodtober committee and recused herself from voting.

- 24-1691** Consider/Discuss/Act on the Grant Application from LX Artworks in the Amount of \$30,000 for the Development and Promotion for the Legacy Lane Interactive Media Project of The Cotton Mill.

Board Members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Juanita Pena, to not Award Grant funding to LX Artworks

- 24-1692** Consider/Discuss/Act on the Grant Application from The Flour Mill in the Amount of \$20,000 for the Advertising and Promotion of Our Venue for Weddings and Other Special Events.

Board Members unanimously approved the motion by Board Member Emily McClure, seconded by Board Member Juanita Pena, to Award Grant Funding in the amount of \$6500.00 to The Flour Mill for the Advertising and Promotion of their Venue for Weddings and Other Special Events.

- 24-1693** Consider/Discuss/Act on the Grant Application from the MillHouse Foundation in the Amount of \$7,050 to Support Outreach for the 2024 Season of Festivals and Events.

Board Members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Patrick McGuire, to Award Grant Funding in the Amount of \$3,000 to the MillHouse Foundation for the marketing and promotion of the 2024 International Postcard Art Exhibit.

- 24-1694** Consider/Discuss/Act on the Grant Application from the Heritage Guild of Collin County in the Amount of \$8,800 to Help Provide Professional Signs with History and Facts About the Homes and Buildings in the Chestnut Square Historic Village.

Board Members unanimously approved the motion by Board Member Patrick McGuire, seconded by Board Member Whitney Nash, to Award Grant Funding in the Amount of \$1000.00 to the Heritage Guild of Collin County to be used to promote the outdoor self-guided tours in the Chestnut Square Historic Village.

24-1695 Consider/Discuss/Act on the Visit McKinney Budget for Fiscal Year 2024-25 as Submitted to the City Manager

Board Members unanimously approved the motion by Board Member Whitney Nash, seconded by Board Member Emily McClure, to accept the Visit McKinney Budget for the 24-25 Fiscal year as submitted to the City Manager.

Board Chair Katie Scott called for public comments regarding matters not on the Agenda. There were no comments.

Board Chair Katie Scott called for Board and Director comments. Board Chair Katie Scott congratulated Visit McKinney Executive Director Aaron Werner for being selected to be part of the Leadership McKinney Class.

Board Members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Patrick McGuire, to adjourn the meeting at 9:29 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the Visit McKinney Board on August 27, 2024 and referred to the City Council Regular Meeting of September 3, 2024 for City Council approval.

SIGNED:

KATIE SCOTT, Chair
WHITNEY NASH, Vice Chair

ATTEST:

PAULA MARTIN, Executive Assistant

City of McKinney, Texas