

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

APRIL 23, 2019

The McKinney Convention and Visitors Bureau Board met in regular session at the Urban Air Trampoline and Adventure Park, 3150 Hardin Blvd, McKinney, Texas on April 23, 2019 at 8:00 a.m.

Board members present: Chairman Bryan Perkins, Vice Chairwoman Connie Gibson, Secretary/Treasurer Julia Baublis, Jim Bressler, Michelle Gamble, and Vincent Vittatoe.

Absent: Jon Dell'Antonia.

City Council Members Present: Councilman Rainey Rogers.

Staff Present: Executive Director Dee-dee Guerra, Communication Manager Beth Shumate, Sales Manager Vanesa Rhodes, Staff Assistant Sue Davis, McKinney City Manager Paul Grimes, McKinney Community Development Corporation President Cindy Schneible, McKinney Economic Development Corporation President Peter Tokar, and McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal.

Guests Present: Conner Rodgers.

Board Chairman Perkins called the meeting to order at 8:07 a.m. upon determining a quorum was present and thanked Conner Rodgers from Urban Air Trampoline and Adventure Park for the use of the facility.

Board Chairman Perkins called for the Minutes of The McKinney Convention and Visitors Bureau Meeting of March 26, 2019. Board members unanimously approved the motion by Board member Julia Baublis, seconded by Board member Vincent Vittatoe, to approve the following consent item:

19-0349 Minutes of the McKinney Convention & Visitors Bureau Board Meeting of March 26, 2019.

19-0350 Board Chairman Perkins called for McKinney Community Development Corporation Executive Director Cindy Schneible to provide an update on MCDC. Executive Director Schneible reviewed the MCDC vision and mission with board members. Schneible discussed projects that are

eligible for funding consideration from MCDC, as well as highlighting strategic priorities for project funding. Schneible stated since 1996 the MCDC board has approved more than \$150 million in grant funding projects, including the Apex Centre, renovation of the historic Collin County Courthouse/MPAC, McKinney National Airport, Habitat for Humanity of Collin County for low income housing, and many more. Additionally, MCDC supports business development and tourism in McKinney with promotional and community event grants. Schneible stated in October 2018, the MCDC board voted to create a Retail Development Infrastructure Grant. Schneible opened the floor for questions. MCVB board member Jim Bressler asked what was holding McKinney back from public transportation such as DART or light rail. Both Ms. Schneible and City Manager Paul Grimes stated funding was an issue. Board members were informed the Denton County Transit Authority and the City have collaborated and are looking for ways to best serve the community.

19-0351 Board Chairman Perkins called for McKinney Economic Development Corporation Executive Director Peter Tokar to provide an update on MEDC. Executive Director Tokar updated board members about the new employees added to the MEDC team. Kristen Ridout has been selected as the new social media and marketing manager. Tokar stated in the next 30 days MEDC would launch their new website and rebranding of EDC to reflect that McKinney is “open for business”. Additionally, Tokar advised, MEDC received a commitment for a new Senior Vice President who will be in charge of emerging technology recruitment and building the tech eco system in McKinney. Tokar stated MEDC is focused on 5G opportunities and supporting those opportunities. Mr. Tokar also informed board members that the average salary in Collin County is \$90,000 and because of that salary, they are looking at projects differently. Tokar highlighted the expansion of SRS, as well as stating MEDC is

aggressively going after startup companies to come to McKinney.

19-0352 Board Chairman Perkins called for Main Street Program Director Amy Rosenthal to provide an update on Main Street Strategies. Program Director Rosenthal provided board members with some historical information regarding the McKinney Main Street & Performing Arts background. In 1982, McKinney first joined the Main Street program, and the issues were way-finding signs, employee parking, and extended hours. According to a survey conducted in February 2019, these issues were the same. The Main Street Board condensed these issues to branding, events, and planning. Ms. Rosenthal gave a brief background of the McKinney Performing Arts Center and the McKinney Main Street roles.

Performing Arts – This is a project of MCDC that is city staffed. They are also a public facility in which they earn their revenues via rentals, ticket sales, donations, and sponsorships.

McKinney Main Street – Public/Private partnership. They are a 5013c organization. Economic vitality, design, organization, and promotion are the four principles that established The McKinney Main Street Program. Rosenthal advised downtown McKinney is now a Cultural District of which there are only 40 in the state. Additionally, she advised they have an opportunity to apply for a \$250,000 grant with a match. Ms. Rosenthal indicated the funds are eligible for festivals, way finding signs, public art, as well as other possibilities they plan to explore. There was a discussion regarding the transformation strategy for McKinney Main Street over the next two to five years in which their focus will be on tourism, dining, and entertainment.

19-0353 Board Chairman Perkins called for Board and Liaison Updates.

City of McKinney – City Manager Paul Grimes provided board members with an update on progress in the city, highlighting HUB 121, the new Health Center, and TxDOT's plan to announce the preferred route for US

380 on May 6. Mr. Grimes advised board members the budget process is moving forward, City Council would see the presentation in August, with a vote to adopt the budget in September.

Finance Committee - Board member and finance committee chair Jim Bressler advised board members March was a good month and that McKinney led the area market in occupancy. Additionally he stated MCVB expenses were tracking as expected.

19-0354 Board Chairman Perkins called for Executive Director's Report. Executive Director Dee-dee Guerra advised board members that she had attended the LEAD program; which is a weeklong training focused on the High Performance Organization philosophy. Guerra reviewed the various activities that staff has participated in during the month of March. She also advised board members that McKinney received the NCAA Division II bid for the next three years. Staff member Vanesa Rhodes attended a reverse trade show in the Woodlands and brought back five RFPs. In addition, the Texas High School Lacrosse League tournament would be at Ron Poe Stadium the weekend of May 10-12, 2019, both she and Ms. Rhodes plan to attend to support the league. Advertising initiatives focused on Arts in Bloom and Farmers Market. Guerra stated Travel & Tourism Week is May 5-11, 2019 and the theme is "Travel Matters." Additionally, Guerra informed board members of the activities taking place that week, including the McKinney Passport program, attendance at both the Denison & Gainesville Travel Information centers, as well as recognition of the city's first responders at The First Responder Day.

Board Chairman Perkins called for Citizen Comments. There was none.

Board Chairman Perkins called for Board or Commissioner Comments. There was none.

Board Chairman Perkins adjourned the meeting at 9:39 a.m.

Bryan Perkins
Chair