

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

### **REGULAR MEETING**

**FEBRUARY 27, 2018**

The McKinney Convention and Visitors Bureau Board met in regular session at the Comedy Arena, 305 E. Virginia St., McKinney, Texas on February 27, 2018 at 8 a.m.

Board members present: Chair Sally Huggins, Hal Harbor, Jennifer Estes, Jim Bressler, Bryan Perkins, Connie Gibson, and Julia Baublis.

Absent: None

Staff: Executive Director Dee-dee Guerra, MCVB Communication's Manager Beth Shumate, and Staff Assistant Sue Davis.

**18-183** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of January 23, 2018. Board members unanimously approved the motion by Board member Gibson, seconded by Board member Bressler, to approve the Minutes of the McKinney Convention & Visitors Bureau Board Meeting of January 23, 2018.

**18-184** Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of January 22, 2018. Board members unanimously approved the motion by Board member Bressler, seconded by Board member Estes, to approve the Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of January 22, 2018.

**18-185** Executive Director's Report. Executive Director Guerra asked if Board members had any questions regarding the staff report she had sent to them. Guerra stated the MCVB staff had received a note from the Heard Craig House, thanking the MCVB for the grant funds the organization was awarded. Executive Director Guerra also reviewed the upcoming schedules of staff as well as the advertising efforts currently in place. Ms. Guerra asked City Manager Grimes to speak to the changing culture of leadership on all levels and the high performance organization direction of the City.

**18-186** Board & Liaison Reports

City of McKinney – City Manager Grimes commended the City finance department for the completion of the financial audit. Additionally, Mr. Grimes advised Board members the U.S. Army Corp of Engineers approved the final permit for the Lower Bois d 'Arc Creek Reservoir on February 2, stating that this reservoir will secure the water future for McKinney for many years to come.

Main Street/MPAC – Main Street & MPAC Director Amy Rosenthal told Board members about upcoming events taking place in historic downtown McKinney. Mr. Rosenthal highlighted the following:

March 10<sup>th</sup>, reboot of Second Saturday, was merchant driven and many businesses plan to stay open late. There will be a downtown job fair; Davis at the Square will be there to present apartment specials; and the downtown merchants are working on a gift card eligible for use in stores downtown.

Finance Committee – Committee Board Chair Bressler reviewed January financials advising the MCVB was tracking as projected. Mr. Bressler gave emphasis to the increase in corporate room nights during the month of January. Furthermore, Mr. Bressler stated that area wide there has been a decrease in hotel room nights, not just in McKinney. The average hotel room rate remains flat.

**18-187** Consider/Discuss Advertising and Promotional Grant Application Submitted by SBG Hospitality in the Amount of \$15,000 for Marketing, Advertising, and Promoting the Yellow Wood Music & Outdoor Festival. MCVB Board members heard a presentation from Lauren Stephan about the event.

**18-188** Consider/Discuss Advertising and Promotional Grant Application Submitted by the Community Kitchen Garden of Collin County for \$5,000 for Marketing, Advertising, and Promoting the 1st Annual Star Spangled Salsa Fest. MCVB Board members heard a presentation from Angela

Poen about the event.

Board Chair Huggins called for Citizens comments and there were none.

Board Chair Huggins called for Board or Commissioner comments and there were none. Board Chair Huggins adjourned the meeting at 9:17 a.m.

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SALLY HUGGINS  
Chair