

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**FEBRUARY 22, 2022**

The Visit McKinney Board met in regular session at the Fairfield Inn by Marriott in the "Meeting Room", 1600 Hardin Blvd., McKinney, Texas 75071 on Tuesday, February 22, 2022, at 8:00 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Tamra Gaines, Connie Gibson, Whitney Nash, Katie Scott

Alternate member absent: Deidre Woodard

Staff present: Interim Executive Director Marie Woodard, Sales Manager Rachel Tamez, Communications Manager Beth Shumate, Executive Assistant Sabine Smith, Assistant City Manager Steve Tilton, MEDC President Peter Tokar, MCDC Board Liaison Deborah Bradford, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, City Council Liaison Richard Franklin

Grant applicants present: Heritage Guild of Collin County - Jaymie Pedigo, Jump into Art Studios, Inc - Magda Dia, Marching Music Made in McKinney - Dean Cimini, SBG Hospitality - Andrew Stephan

#### **CALL TO ORDER**

Board Chair Vincent Vittatoe called the meeting to order at 8:02 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items. Vittatoe thanked Fairfield Inn General Manager Daniel Gomez for hosting Visit McKinney. Gomez introduced himself and his staff, featured highlights about the hotel property, and offered a tour of the hotel after the meeting.

#### **CONSENT ITEMS**

**22-0172** Minutes of the Visit McKinney Regular Meeting of January 25, 2022

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to approve and refer the minutes of the Visit McKinney Board Meeting of January 25, 2022, to City Council.

REPORTS

Board Chair Vincent Vittatoe called for Board and Liaison updates.

**22-0173** Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney  
Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – Assistant City Manager Steve Tilton excused City Manager Paul Grimes' absence and explained that the February 11, 2022, City Council "Strategic Goal Setting" Session will be followed up next month with a City Council "Goal Priority Setting" Session on March 11, 2022. The resulting Council priorities will filter down into each department's priorities and ultimately result in the City departments' budget planning process for the next fiscal year, which starts October 1, 2022. Tilton gave an update on the 2022 AT&T Byron Nelson Tournament planning process and answered questions from Board members. City Council Liaison Richard Franklin spoke about his attendance of a recent joint session with McKinney Independent School District (MISD) and the partnership of the City with MISD regarding the use of school facilities for additional parking during the tournament. Attendance at the tournament is expected to be near capacity this year.

MEDC – MEDC President Peter Tokar spoke about the closing of some projects this year, being able to make some official announcements soon, and the status of reaching KPIs.

MCDC – MCDC Board Liaison Deborah Bradford explained the different grant cycles in the attached report: Project Grants, Promotional & Community Event Grants, and Retail Development Infrastructure Grants, and where each of them currently is in the process. Bradford gave an update about the TUPPS Brewery Expansion Project and answered further questions from Board members regarding what qualifies as a Retail Development Infrastructure Grant.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal listed upcoming events for February, with a special focus on the remaining Black History Month events, that can be found on the dedicated website <https://www.mckinneybhm.com>, and the 20th Anniversary of Krewe of Barkus,

which is the annual Mardi Gras Dog Parade. Rosenthal highlighted the Launch Party for the Silo Mural with the artist in attendance as well as other upcoming March events.

Visit McKinney Finance Committee – Board member Jon Dell'Antonia covered the operating statement of January 2022, mentioning that Visit McKinney is under budget as of today, and the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities. Dell'Antonia pointed out that the City's Hotel Occupancy Tax (HOT) Revenue Statement shows significantly increased collection this fiscal year and how that can affect the upcoming budget process. A discussion followed regarding increased room inventory in McKinney with the opening of the Fairfield Inn by Marriott, how McKinney is still capturing the business from surrounding smaller communities that do not have hotels yet, and how it will impact McKinney once those smaller towns build their own hotels.

**22-0174** Executive Director's Report

Interim Executive Director Marie Woodard highlighted sales events and activities staff participated in for January, and how other business opportunities are being pursued. Woodard thanked Sabine Smith for her contributions to the overall office logistics and her help in getting her familiar with the Interim Executive Director position responsibilities and duties. Woodard mentioned the importance of a strong working relationship with Parks & Recreation so Visit McKinney can add a good service dimension to the sporting events in McKinney that goes beyond hotel bookings. Woodard thanked Board member Connie Gibson for her help with the 10-year lease renewal, talked about the two new hires for the split front desk position, reminded about the upcoming walking tours and the Chamber Award Banquet. Board members requested and received more information about the recent influencer, the website performance, the monthly reporting, and the office curb appeal.

REGULAR AGENDA

- 22-0175** Consider/Discuss the Grant Application from Heritage Guild of Collin County in the Amount of \$2,000 for the Update of the Wedding Website & Digital Footprint

A presentation was given by Jaymie Pedigo of Heritage Guild of Collin County. Pedigo stood for questions.

- 22-0176** Consider/Discuss the Grant Application from Jump Into Art Studios, Inc. in the Amount of \$7,350 for the Advertising and Promotion of the 2022 Class/Workshop Plan

A presentation was given by Magda Dia of Jump into Art Studios, Inc. Dia stood for questions.

- 22-0177** Consider/Discuss the Grant Application from Marching Music Made in McKinney in the Amount of \$3,000 for the Advertising and Promotion of Drum Corps International Events 2022

A presentation was given by Dean Cimini of Marching Music Made in McKinney. Cimini stood for questions.

- 22-0178** Consider/Discuss the Grant Application from SBG Hospitality in the Amount of \$7,000 for the Advertising and Promotion of the McKinney Wine & Music Festival

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

- 22-0179** Consider/Discuss/Act on Tourism Partner of the Year 2021 Chamber Award Recipient

Board Chair Vincent Vittatoe explained the need to change the wording of the award recipient and after discussion, Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Connie Gibson, to change the award recipient for the Tourism Partner of the Year 2021 Chamber Award

from “Amy Rosenthal, MPAC / McKinney Main Street” to “Main Street Program, Board and Staff”.

#### PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

There were no public comments regarding matters not on the agenda.

#### BOARD OR COMMISSIONER COMMENTS

HR Committee Chair Whitney Nash informed that the Executive Director position has been posted online and can be viewed at <https://www.governmentresource.com/executive-recruitment/open-recruitments/visit-mckinney-tx-executive-director>. When asked, Board Chair Vincent Vittatoe declined to discuss the findings from Destination Services, LLC, as this will be on next month’s agenda.

#### ADJOURN

Board members unanimously approved the motion by Board member Jon Dell’Antonia, seconded by Board member Tamra Gaines, to adjourn the meeting. At that time, it was 9:11 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by Visit McKinney board members on:\_\_\_\_\_.

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VINCENT VITTATOE  
Board Chair

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SABINE SMITH  
Board Clerk