

# **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

## **Marketing Meeting**

**November 14, 2013**

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting on November 14, 2013.

In attendance was Board members: Sharon Dill, Hal Harbor, Carrie Alfieri, and Board Chair Michael McEntire

Staff: Executive Director Dee-dee Guerra and Communications Manager Beth Shumate.

The meeting was called to order at 8:05 a.m.

Marketing Committee Chair Sharon Dill asked the committee if they wanted to re-do the MCVB visitors guide and meeting planner profile sheet. After much discussion, the communications committee decided to only refresh the visitors guide with new pictures and to re print. The Meeting Planner profile sheet will need a few updates as well.

The Marketing Committee also discussed waiting to promote the new Hotel & Conference Center until the MCVB gets more direction from City, MCDC, and once a hotel management company is in place.

Executive Director Guerra addressed a marketing plan she has been working on regarding advertising and promotion to help with transparency of allocated dollars. Guerra advised the marketing plan would be a living breathing document subject to changes much like our strategic plan. After much discussion and in order for the board to provide staff with direction, the Marketing Committee decided to wait to add any additional changes until after the Strategic Planning Session takes place.

Executive Director Guerra also asked that the cap regarding expenditures be raised from \$2500 to \$4000 for Advertising buys. After much discussion, the marketing committee determined that staff would need permission from board Chair to spend anything over \$2500.

The marketing committee advised they would like a policies and procedure book written for the CVB. Executive Director Guerra stated she would talk to the Development Committee about writing a policy and procedure handbook.

The MCVB Marketing Committee meeting was adjourned at 9:40 a.m.

Sharon Dill  
MCVB Marketing Committee Chair