

The mission of the McKinney Convention and Visitors Bureau is to market McKinney as the Destination of Choices

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

April 24, 2012

The MCVB Board met for a Regular Meeting in the MCVB conference room. Present were: Directors Angie Bado, Trae Gardner, Michael McEntire, Tim Baker, Linda Fogg, Colleen Via-Friend, Doc Vranici, Erica Tate Carver and George Lodge. Guests were Jason Cooley and Rodney Rhoades, City of McKinney Finance Department; Coco Good, City of McKinney Communications; George Fuller, MCDC Board Member and Citizen John Hinshaw. Staff: Executive Director Diann Bayes and Tourism Services Representative Vanesa Baggett.

Call to Order

Board Chair Bado called the meeting to order at 7:34AM and welcomed guests.

Introductions

12-018

Board Chair Bado welcomed guests and board members.

Approval of Minutes of March 27, 2012 Board Meeting

12-019

Board Chair Bado asked for a motion to approve the minutes from the March 27, 2012 MCVB Board meeting. Director Vranici asked that the minutes include comments he had made during board meeting regarding the marketing campaign. Let the record show, that in response to Director Vranici's comments, the approval of the minutes were tabled until the amendment to the minutes can be made. Director Baker made the motion to table the approval of the minutes with a second made by Director Gardner. No further action needed.

Consider/Discuss/Act – MCVB Lease

12-020

Executive Director Bayes informed board members that the MCVB is currently still in negotiations regarding the potential new downtown location for MCVB offices. Bayes advised board members that Jim Harvey, the real estate agent handling the lease negotiations, has been able to secure a lower monthly rate of \$3723 plus electric. Executive Director Bayes advised board members that the lease would have a 2% increase over the next five years and that Mr. Harvey suggested averaging that five year increase upfront, resulting in a monthly rate of \$3798.44. Bayes stated she had sent the lease information to the city manager on April 10 as well as once again the following week; however, at this time, she had not heard back from him. Board Chair Bado stated that she also had emailed the city manager to keep him in the communication loop regarding moving forward with lease negotiations. There was discussion regarding the timeframe of moving forward with the signing of the lease as well as being in the current location. Board Chair Bado asked for a motion to proceed with the lease as stated by Executive Director Bayes. Director Lodge made the motion with a second by Director Baker. All were in favor and the motion carried. Board Chair Bado asked Executive Director Bayes to obtain a copy of the lease. No further action required.

Consider/Discuss/Act – National Tourism Week**12-021**

Executive Director Bayes advised board members that she had meet with Sharon Sessoms of 97.9 KLAK and that the station will help promote the Tourism Opens Doors Campaign during National Tourism Week. Bayes also advised board members that during that week, the MCVB would again host a Public Safety appreciation day with breakfast/lunch for McKinney's first responders. Executive Director Bayes advised board members the MCVB will be one of the sponsors of the Emmitt Smith Golf Tournament on May 12 and asked for volunteers to work the breakfast that the MCVB will be sponsoring. No further action required.

Consider/Discuss/Act – Boards & Commissions**12-022**

Executive Director Bayes advised board members that she has applications for anyone interested in applying to serve on the MCVB board. Bayes stated that Director Tate and Via-Friend's positions will need to be filled. Also Directors McEntire & Vranici will need to re-apply to serve if they so choose. Executive Director Bayes stated there would not be a Boards & Commissions reception this year and for board members to get the word out for anyone that has shown an interest in serving on a board. No further action required.

Consider/Discuss/Act – Summary on Meeting with City Manager**12-023**

Executive Director Bayes updated board members of the meeting that she and Board Chair Bado had with City Manager Gray regarding communication issues within the city as well as the marketing campaign that was presented to council at the previous work session. No further action required.

Committee Reports**12-024**

Development –Director Tate-Carver stated the Community Inventory program has been put on hold due to Executive Director Bayes' departure and until a new Executive Director is in place. No further action needed.

Finance –Director Via-Friend stated the Finance committee did not meet and asked City Finance staffer Jason Cooley to review March 2012 numbers and report. No further action needed.

Consider/Discuss/Act – Director's Report on Existing Projects, Initiatives & Events**12-025**

Executive Director Bayes asked board members to review the director's report hand-out that she had provided, highlighting upcoming events National Travel & Tourism Week as well as the US Travel Rally Bus stopping in the DFW area. Executive Director Bayes also advised board members that she has accepted a position with the Texas Travel Industry Association, stating that her last day with the MCVB will be on May 18, 2012. Board Chair Bado thanked Executive Director Bayes for all the strides she has made for the MCVB while serving as the Executive Director. Bado advised board members that they will need to discuss hiring an interim director for the MCVB as well as a replacement for Bayes. The board agreed to hold a special executive session for the MCVB on Wednesday, May 2, 2012 at 7:30 a.m. in the MCVB conference room. No further action required.

Liaison Reports**12-026**

Director McEntire advised that he had sent an email with notes from the MCDC Board meeting and asked if there were any questions. Director Fogg reported on the Main Street Board Meeting. Executive Director Bayes advised board members that the Board of Directors of the TACVB held their annual retreat at McKinney's Grand Hotel, in which all board members were very impressed with McKinney's Historic Downtown area.

There were no citizen comments.

ADJOURN

Board Chair Bado thanked Executive Director Bayes for all of the efforts she put forth while serving as the MCVB Executive Director. Bado also asked board members to be give thought to the kind of skills they would like to see in Bayes' replacement. There being no further business, Director Bado asked for a motion to adjourn the meeting. The motion was made by Director Lodge with a second by Director Via-Friend. There being no further business the meeting was adjourned at 8:39am.

Angie Bado

Date

Board Chair

The next scheduled regular MCVB Board meeting will be held: May 22, 2012 at 7:30 a.m. at the MCVB office conference room.