

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**DECEMBER 7, 2021**

The Visit McKinney Board met in regular session at The Stix Icehouse, 301 Eldorado Pkwy #100, McKinney, Texas 75069 on Tuesday, December 7, 2021, at 4:00 p.m.

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

Absent: None

Alternate member present (non-voting): Deidre Woodard

Staff present: Executive Director Dee-dee Guerra, Sales Manager Rachel Tamez, Sales Manager Marie Woodard, Executive Assistant Sabine Smith, City Attorney Alan Lathrom, MEDC Executive Vice President Abby Liu

There was one member of the public present: John Charles Hardin

#### **CALL TO ORDER**

Board Chair Vincent Vittatoe called the meeting to order at 4:00 p.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.

#### **CONSENT ITEMS**

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to approve and refer the following consent items:

**21-1089** Minutes of the Visit McKinney Regular Meeting on October 26, 2021

**21-1090** Minutes of the Visit McKinney Special Meeting on November 23, 2021

#### **REPORTS**

Board Chair Vincent Vittatoe called for Board and Liaison updates.

**21-1091** Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – Due to a Council Meeting occurring at the same time, no City staff and no Council Liaisons were present.

MEDC – MEDC Executive Vice President Abby Liu gave an update on the new Kaizen office building, future home of MEDC, MCDC, and the McKinney Chamber of Commerce. Liu reported on the MEDC lead and RFP numbers and answered questions regarding what determines the quality of a lead and what triggers a response for an RFP. Inquiries from the Board regarding the airport development resulted later in the meeting in a request to have an airport update presented to the Board in January, as well as an update on the strategic planning session MEDC just concluded and an update from the Parks and Recreation Department.

MCDC – No representatives from MCDC were present due to concurrent council and joint meetings.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal sent a report featuring past and upcoming events which Board Chair Vincent Vittatoe read out loud to the Board members.

Visit McKinney Finance Committee – Board member Jon Dell'Antonia covered the operating statement of October 2021, highlighted that the Hotel Occupancy Tax continues to increase, and that the recovery was going strong with a 26% increase compared to October of last year. A discussion followed on the accuracy of reporting the occupancy rate of 100 percent for the Hampton Inn. Dell'Antonia went through the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities and noting that the average daily rate is high compared to recent years. Board Chair Vincent Vittatoe expressed positive outlook regarding the occupancy rate.

**21-1092** Executive Director's Report

Dee-dee Guerra gave her last report to the Board as Executive Director of Visit McKinney. Guerra reported on the title change for the administrative position, the Texas Historical Commission meeting at MPAC, the recently completed onsite Simpleview CRM training, and the upcoming NCAA D2 football game and related events while the two teams are in McKinney. Guerra showed recent magazine advertisements,

mentioned blog posts, walking tours, McKinney Made events, new outdoor Visitor Center signage, and reported about the Sports Congress taking a daytrip to McKinney.

#### REGULAR AGENDA

Board Chair Vincent Vittatoe asked Board member Michelle Gamble to give the Marketing Committee's recommendation for the first grant application covered in agenda item 21-1093. Board member Michelle Gamble gave some overall remarks on how the Marketing Committee approached the process. Visit McKinney received almost \$48,000 in grant requests but only has \$15,000 to give in the fall cycle. Gamble reminded that awarded grant funds can only be applied to marketing and promotion expenses and that the need to turn in receipts ensures accountability. Priority will be given to new events to encourage more first-time events to come to McKinney and recurring events to become self-sustainable at some point. Attention will be paid to which other City entities award grant funds to the same event and special consideration will be given to the events that drive the most room nights in McKinney.

**21-1093** Consider/Discuss/Act on the Grant Application from Ovation Academy in the Amount of \$7,500 for the Advertisement and Promotion of Shakespeare in the Park McKinney

Board member Michelle Gamble reported that the Marketing Committee recommends awarding \$1,000, noting that Ovation Academy will receive grant funds from other City entities. In addition, looking at the submitted budget expenses of \$7,500 only about \$2,500 qualified for the stipulation that grant funds be used for the advertisement and promotion of the event.

Board members asked Gamble to first disclose the recommendations for the remaining grant applicants before a motion was asked for this agenda item so Board members can decide overall how the grant money is recommended to be split up.

**21-1094** Consider/Discuss/Act on the Grant Application from McKinney Philharmonic Orchestra and the Greater North Texas Youth Orchestra in the Amount of \$6,836.30 for the Advertisement and Promotion of the 2021-2022 Concert Season

Board member Michelle Gamble noted that this is an ongoing and recurring event that is supported via grant funds by other City entities. The Marketing Committee looked at how many room nights this event will bring in and it was decided to recommend \$1,000 for this event.

**21-1095** Consider/Discuss/Act on the Grant Application from MillHouse Foundation in the Amount of \$13,505 for the Advertisement and Promotion of the 2022 MillHouse Art Festivals (5 Events)

Board member Michelle Gamble highlighted that this grant would support five different events throughout 2022, driving visitors and room nights to McKinney. The recommendation was to grant \$8,500, pointing out that all events are two-day events with potential room nights. A discussion followed regarding the existing requirement in the grant documents to work with Visit McKinney in securing hotel room nights in McKinney.

**21-1096** Consider/Discuss/Act on the Grant Application from 25 Revolutions, LLC in the Amount of \$15,000 for the Advertisement and Promotion of a Feature-Length Documentary about the Planning, Production, and Performances Involved in KHYI 95.3 FM's 25th Annual Music Festival

Board member Michelle Gamble reminded that grant funds from other City entities were given to host the event. This grant request covers the production of the documentary and the Marketing Committee struggled to justify how a documentary can translate into room nights and recommends \$0 to be awarded. Other City entities were approached for a combined \$150,000 request for grants as well and Gamble emphasized that for Visit McKinney, it is a better fit to promote the event itself as opposed to the production of the documentary. Board members discussed the lack of McKinney mentions in the trailer, the low enthusiasm by the applicant for a watch party of the entire film's premiere in McKinney as opposed to just revealing the trailer in McKinney, and how exclusivities at film festivals work.

**21-1097** Consider/Discuss/Act on the Grant Application from McKinney Restaurant Council - Committee of the McKinney Chamber of Commerce

in the Amount of \$5,000 for the Advertisement and Promotion of  
McKinney Rocks

Board member Michelle Gamble explained that additional information was requested to better understand the concept of this event and how the distribution on social media will work. The name of the event was changed from McKinney Rocks to McKinney Made by the applicant prior to the event taking place. The Marketing Committee recommended \$4,500 for this event with the understanding that this is not a room night generator but a more overall local promotion of McKinney's dining and music scenes. Board member Tamra Gaines suggested a future mechanism for better tracking of traffic to restaurants after the event. A discussion followed regarding the crossposting on the different social media platforms.

Board member Michelle Gamble recapped each of the five recommendations and after consultation with the City Attorney Alan Lathrom, Board member Tamra Gaines crafted a motion to approve the recommendation of the Marketing Committee with one vote that would cover all five agenda items. The motion Gaines stated was to approve the grant allocations as furnished and suggested from the Marketing Committee as follows: Shakespeare in the Park for \$1,000, McKinney Philharmonic Orchestra for \$1,000, MillHouse for \$8,500, zero for 25 Revolutions, and \$4,500 for McKinney Restaurant Council for McKinney Rocks. Board member Connie Gibson seconded. A discussion was started by Board member Jon Dell'Antonia about whether \$8,500 for MillHouse was too much, asking if it and should be reduced to \$5,000. Gamble proceeded to explain how the Marketing Commission weighted the different grant requests and the Board proceeded to vote and unanimously approved the motion.

Board member Michelle Gamble highlighted the thank you letter and the successes from the SBG walks from 2021.

**21-1098** Consider/Discuss/Act on Tourism Partner of the Year 2021 Chamber  
Award Recipient

Board Chair Vincent Vittatoe read the criteria for eligibility of the award, a list of the most recent recipients, and Executive Director Dee-dee Guerra presented the staff recommendations for this year's award. Vittatoe asked for additional nominations and

Board member Connie Gibson suggested “Amy Rosenthal with MPAC / McKinney Main Street”. After discussion Board members unanimously approved the motion by Board member Michelle Gamble, seconded by Board member Katie Scott, to have “Amy Rosenthal with MPAC / McKinney Main Street” be the Chamber Award Recipient for Tourism Partner of the Year 2021.

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

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

#### BOARD OR COMMISSIONER COMMENTS

Board member Michelle Gamble thanked Executive Director Dee-dee Guerra for her service, Board member Tamra Gaines gave Guerra a farewell gift, and Guerra thanked everyone for their support. Board Chair Vincent Vittatoe repeated the sentiments and welcomed Marie Woodard to the Interim Executive Director position.

#### EXECUTIVE SESSION

There was no executive session.

#### ADJOURN

Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Jon Dell'Antonia, to adjourn the meeting at 5:01 p.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