

VISIT MCKINNEY BOARD

REGULAR MEETING

JULY 26, 2022

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Encore Wire Conference Room, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, July 26, 2022, at 8:00 a.m.

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

Absent: Whitney Nash

Alternate member present: Deidre Woodard filled in for Whitney Nash in a voting capacity

Staff present: Executive Director Aaron Werner, Sales Manager Rachel Tamez, Communications Manager Beth Shumate, Executive Assistant Sabine Smith, Director of Strategic Services Trevor Minyard, Interim MPAC/Main Street Program Director Andrew Jones, MCDL Board Liaison Deborah Bradford, City Council Liaison Richard Franklin, and City Council Liaison Justin Beller

CALL TO ORDER

Board Chair Vincent Vittatoe called the meeting to order at 8:01 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.

CONSENT ITEMS

22-0652 Minutes of the Visit McKinney Board Meeting of June 28, 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 June 28, 2022, to City Council.

REPORTS

Board Chair Vincent Vittatoe called for Board and Liaison updates.

22-0653 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Council Liaisons Richard Franklin and Justin Beller had no updates. Director of Strategic Services Trevor Minyard gave an update on the current budget process for Fiscal Year 2023 and explained that the upcoming Council Budget Work Session on August 12, 2022, will address a wide range of topics such as utility rates, potential bonding in the future, the pedestrian crossing at Highway 5 and Virginia/Louisiana Streets, and the new City Hall. Minyard addressed the work session and public meeting held recently regarding the pedestrian crossing over Highway 5 and encouraged board members to fill out the feedback survey, gave a summary of the work session addressing the downtown refuse collection presentation, and announced an upcoming agenda item seeking approval from the Council to develop a Solid Waste Services RFP. Minyard reported on various activities happening east of Highway 5 to include construction on East Louisiana, City Hall updates, the Silo Mural Project, and the TUPPS construction. Minyard stood for questions from Board members and City Council Liaisons Richard Franklin went into greater detail regarding the icehouse conversations. Minyard addressed a question regarding the recently discussed roundabouts at a council meeting.

MEDC – Due to the MEDC Board meeting occurring at the same time, no representatives were present. Board Chair Vincent Vittatoe asked Board members to refer to the respective attached report.

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.

McKinney Main Street / MPAC – Interim MPAC/Main Street Program Director Andrew Jones listed upcoming events for August and September, with a special focus on the Downtown Sidewalk Sale, the next Sip and Stroll event, a potential Tailgate Silo Watch party, which City Council Liaison Justin Beller gave more details on, a potential

Silo Ribbon Cutting Party, and Oktoberfest, which will remove ticket sale altogether this year.

Visit McKinney Finance Committee – Board member Jon Dell'Antonia covered the operating statement of June 2022, mentioning that Visit McKinney is under budget as of today, and reviewed 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 highlighted the FY22 Projected Ending Fund Balance and forecasted that the Hotel Occupancy Tax Revenue for Fiscal Year 2022 might come close to \$2.3 million. Dell'Antonia gave a preview of the changing STR report and Executive Director Aaron Werner went into further detail about what the FY22 Projected Ending Fund Balance means for the budget and what changes to the STR report are currently discussed. Both Dell'Antonia and Werner answered further questions from Board members.

22-0654 Executive Director's Report

Executive Director Aaron Werner praised staff efforts and the overall welcome he has received city-wide. He gave an outline of the City Council process to appoint new Board and Commission members and the effect it will have on the Visit McKinney Board, which has three vacancies to fill. Werner addressed the open part-time Staff Assistant position, talked about the increased working hours for that open position and the changes in opening hours for the Visitor Center, and he fielded suggestions from board members regarding the front desk coverage. Werner praised Sales Manager Rachel Tamez and her comprehensive efforts last month to re-structure the Visit McKinney monthly reports that are used in various ways city-wide, using a program called Microsoft Power BI. Werner highlighted some of the data points and announced a more comprehensive presentation of the new reports to the Board and City Leadership once everyone has access to the platform. Werner explained the City's current cascade process refining the City's vision and how it affects Visit McKinney, gave an update regarding the integration of Main Street's online calendar with our website calendar, updated on the Drum Corps International events, and stood for questions from the Board.

Board Chair Vincent Vittatoe praised the increased professionalism of the department overall and asked Sales Manager Rachel Tamez to speak to the first agenda item.

REGULAR AGENDA

22-0655 Consider/Discuss/Act on Pursuing a Request For Proposal for Texas Police Games

A presentation was given by Rachel Tamez, Sales Manager for Visit McKinney, about what it would take to bring the Texas Police Games, an event that will use significant staff and city resources, to McKinney. After Tamez answered questions, Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Deidre Woodard, to pursue the request for proposal to bring the Texas Police Games to McKinney.

22-0656 Consider/Discuss/Act on the 10-Year Lease Renewal for 200 W. Virginia Office Space and Visitors Center

After Board Chair Vincent Vittatoe gave a brief explanation of the 10-year lease renewal process and Vittatoe and Executive Director Aaron Werner answered questions, Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Jon Dell'Antonia, to approve signing the 10-year lease renewal for the 200 W. Virginia office space and visitors center.

22-0657 Consider/Discuss/Act on the Recommendation from the Retail Review Subcommittee

Board member Katie Scott and Executive Director Aaron Werner summarized findings from the Retail Review Subcommittee meeting with staff, gave a presentation of possibilities improving the space through remodel and wall relocation, and explained what it would look like to turn the current space into an "experience center" by potentially partnering with local businesses while continuing a small retail presence using the Visit McKinney branding. During the discussions, it was decided to continue the Retail Review Subcommittee. Scott and Werner stood for questions and Board members unanimously approved the motion by Board member Tamra Gaines,

seconded by Board member Michelle Gamble, not to renew the current lease agreement with Jim Latino and establish a Visit McKinney merchandise store.

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 Jon Dell'Antonia reminded the Board about bringing Destination Services, LLC and the strategic plan back before the Board. Executive Director Aaron Werner answered that he was reviewing the different possibilities on how to move forward with the outcome of the study.

ADJOURN

Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Jon Dell'Antonia, to adjourn the meeting. At that time, it was 9:45 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: _____.

VINCENT VITTATOE
Board Chair

SABINE SMITH
Board Clerk