

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

JULY 25, 2017

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney, Texas on July 25, 2017 at 7:30 a.m.

Board members present: Sally Huggins, Hal Harbor, Jennifer Estes, Wayne Hill, Bryan Perkins and Connie Gibson.

Absent: Jim Bressler.

Board Chair Hill called the meeting to order at 7:33 a.m. after determining a quorum was present.

Staff: Executive Director Guerra, staff members Ashley Ford, Beth Shumate, and Vanesa Rhodes.

Absent: Sue Davis

Guests: McKinney City Manager Paul Grimes, McKinney Financial Analyst Eric Corder, McKinney City Council Member Scott Elliott and City Council Member La'Shadion Shemwell.

Board members unanimously approved the motion by Board member Sally Huggins, seconded by Board member Jennifer Estes, to approve the following minutes:

- 17-738** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of May 23, 2017.
- 17-739** Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of May 22, 2017.
- 17-740** Minutes of the McKinney Convention and Visitors Bureau Board Special Meeting of June 6, 2017.
- 17-742** Executive Directors Report – Executive Director Guerra updated Board members by first publicly thanking MEDC Executive Vice President Abby Liu for generously sharing leads of businesses that are coming to McKinney. Ms. Guerra reviewed upcoming meetings for staff including a

discussion in finding a site for local company Order 66 to host a Star Wars Convention. An additional meeting will take place with President Lance Black of Vazata, a fully modern tech company new to McKinney, will bring high quality jobs in technology as well as owning a new volleyball venue with space for weekday meetings. She also reported on meeting with the planner at Torchmark Corporation. Furthermore, Executive Director Guerra informed Board members that staff member Beth Shumate provided photos for the online travel section with the Dallas Morning News. Ms. Guerra updated Board members that the opening date for The McKinney Shop was July 12, 2017. She also mentioned the CVB interviews for Boards and Commissions are being held on August 3 at 6:00 p.m. in Noble Hall located in the McKinney Performing Arts Center.

17-741 Board & Liaison Reports

City of McKinney – City Manager Paul Grimes shared with Board members the official City of McKinney Employee Values Statement with these guiding core values to live and work by: Respect, Integrity, Service and Excellence in which the first letters of each word spell out RISE. Mr. Grimes informed the Board that the City is expecting a preliminary budget to be sent out by end of week with budget proposal presentation to Council to be held August 4. Additionally he shared as a reminder that the City Council Chamber is under construction necessitating future upcoming Council and other meetings moving to the County Commissioners Court temporarily. Mr. Grimes included an update about Farmers Market moving to a temporary location (in front of the Roy & Helen Hall Library, 101 E. Hunt Street) July 29, 2017. He also reported that a Legislative Special Session will start (August 2) and Mayor Fuller will be meeting with Governor Abbott.

Main Street/MPAC – Executive Director Guerra provided an update for McKinney Performing Arts Center's upcoming attractions including MRT's

popular annual melodrama (July 28 through August 12), Sgt. Pepper's Lonely Bluegrass Band (August 18), a silent film and organ event featuring Buster Keeton (August 19), and the McKinney Classic Film Festival (August 25 through August 27). Executive Director Guerra reported McKinney Main Street is midway through their "100 Donations in 100 Days" fund raising campaign.

Chair Report – Board chair Wayne Hill shared about a couple who was visiting from Virginia that stayed at the McKinney Bed and Breakfast. The couple told Mr. Hill they saw a National News cover story on Hugs Restaurant which has inspired them to open a similar establishment in Virginia.

Finance Committee – Board member Bryan Perkins provided a budget and hotel occupancy update and expressed that the Hot Tax collection rate is showing an increase over last year.

Board Chair Hill adjourned the meeting at 8:10 a.m.

WAYNE HILL
Chair