

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

July 25, 2011

The MCVB Board met for a Regular Meeting in the McKinney Convention & Visitors Bureau conference room on July 25, 2011. Present were: Directors Trae Gardner, Michael McEntire, Erica Tate, Angie Bado, George Lodge and Doc Vranici. Guests were McKinney Community Development Corporation Board Chair Tracy Rath. Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, Tourism Sales Manager Dee-Dee Villanueva and Communications Manager Beth Shumate. Absent were Directors Ian Dockrill, Colleen Via-Friend, and John Rattan.

Call to Order

Director Gardner called the meeting to order at 3:12 PM and welcomed guest Tracy Rath, MCDC Board Chair.

Approval of Minutes of the June 27, 2011, Regular Board Meeting **11-032**

Director Gardner asked for a motion to approve the minutes from the June 27, 2011 MCVB Board meeting. Director Lodge made the motion to approve with a second made by Director McEntire; the minutes were approved unanimously. No further action needed.

Approval of Minutes of the July 9, 2011, Strategic Planning Meeting **11-033**

Director Gardner asked for a motion to approve the minutes from the July 9, 2011 MCVB Board Strategic Planning meeting. Director Vranici made the motion with a second made by Director McEntire; the minutes were approved unanimously. No further action needed.

Committee Reports **11-034**

Marketing Committee – Director Gardner advised Board members that the marketing committee did not meet and stated the committee is in the process of getting a meeting scheduled. Director Gardner stated the theme of the meeting will be web-based. Director Gardner thanked Executive Director Bayes for taking the initiative in getting the Visit McKinney Smart Phone application created and launched. Bayes advised Board members that the application is averaging 151 downloads per week resulting in 1,200 over a period of eight weeks. No further action needed.

Development – Director Tate stated the development committee met last week and discussed proceeding with the community inventory project. No further action needed.

Finance – Director McEntire highlighted the status of the MCVB budget stating the operating budget is at 74%; the revenue budget is at 75% and promotional budget at 95%. Executive Director Bayes advised Board members some of the promotional budget was spent on advertising for Bloomin' and Boomin' and that the CVB will be receiving approximately \$10,000 from MCDC that is to be put back into the CVB promotional budget. Executive Director Bayes stated the 2011-2012 FY budget would include the possibility of additional expenditures for computers, software, and advertising for the convention center. No further action needed.

Boards/Commissions Liaison Reports – Director Vranici stated he had nothing to report on the Airport Board. Director Lodge reported on the Main Street Board Meeting, Director Bado gave a Chamber of Commerce update. Director McEntire asked Board members to refer to notes he had distributed via e-mail from the last MCDC Board meeting; MCDC Board chair Rath then stated they had just signed a purchase deal for the

parking lot next to the Flour Mill. Director Gardner stated he had nothing to report from the Planning & Zoning Board. No further action required.

Consider/Discuss/Act – Follow up on Strategic Planning Session

11-035

Director Gardner thanked Board members for attending the Strategic Planning Session on July 9, 2011 as well as those that worked on the SWOT analysis. Director Gardner asked Board members to network with people they know that have strengths the MCVB Board could benefit from and invite them to submit an application to city Council to be on the MCVB Board in the future. Director Bado stated that the Board needs to create awareness to Council about the specific type of person the Board would like to have Council consider for a position on the MCVB Board. Director Lodge summed it by stating the Board could talk individually to a Council member as to the MCVB needs, but not to lobby for a particular person. No further action needed.

Consider/Discuss/Act – Orientation for new Board members

11-036

Director Bado suggested that a description of committee roles & functions within the MCVB Board be defined and added to the MCVB Board Manual. There was discussion on how beneficial these descriptions would be for new Board members in assisting them to identify which committee they could best serve. Director Lodge added that he would like to have the Board & staff bio's added to the MCVB manual. No further action needed.

Consider/Discuss/Act – Committees-Chairs, Committee Roles and Committee Member Roles

11-037

Director Bado suggested Board members establish committee chair's prior to new Board members coming on to the MCVB Board, then assign each new member, based on discussion with Executive Director Bayes, to the committee/Board liaison position that best suits their strengths and interests. No further action required.

Consider/Discuss/Act – SWOT Analysis

11-038

Director Bado suggested that Executive Director Bayes identify the top three Strengths, Weaknesses, Opportunities, and Threats (SWOT) the CVB faces and present to the Board to discuss at the next CVB Board meeting. Director Bado made the motion with a second made by Director Tate. All were in favor. No further action required.

Consider/Discuss/Act – MCVB Media Analysis

11-039

Executive Director Bayes highlighted the value of free advertising coverage that both she and Communications Manager Shumate have received. Bayes stated the numbers she quoted are based on the January-December 2010 report, stating the CVB had over 12 million impressions, \$255,000 in free advertising value which resulted in a PR value of \$767,000. Directors Gardner & Lodge thanked staff member Shumate for the outstanding job that she performs to promote McKinney. No further action required.

Consider/Discuss/Act – Community Inventory

11-040

Executive Director Bayes asked Board members to send her a list of five individuals that they would like to have considered for a position on the Community Inventory Committee. Bayes stated that she prefers no CVB Board member be on this committee and that the development committee is looking for community leaders and residents. Executive Director Bayes asked Board members to submit their recommendations to her no later than Friday, August 5, 2011. No further action required.

Consider/Discuss/Act – Update on Special Projects

11-041

Executive Director Bayes advised Board members that the MCVB will no longer have a Council liaison assigned to the Board and that City Manager Jason Gray has requested all Board directors provide him with a short summary, identifying key points from the meeting. The City Manager will then present those summaries to city Council. No further action required.

Consider/Discuss/Act – Director’s Report

11-042

Executive Director Bayes referred to the director’s report handout and highlighted key projects and travel that will be taking place over the next few months. Director Vranici asked for an update on the Gateway project; Executive Director Bayes advised there has been no update from Council. No further action required.

Citizens Comments

11-043

There were no citizen’s comments.

ADJOURN

There being no further business, Director Gardner moved for a motion to adjourn. Director Bado made the motion and Director McEntire seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 5:32 p.m.

Trae Gardner

Date

Board Vice-Chair

The next scheduled MCVB Board meeting will be held: August 22, 2011at 3 p.m. at the Flour Mill, located at 407 E. Louisiana Street McKinney Texas.