

## **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

### **Marketing Committee Meeting**

**January 13, 2015**

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting on January 13, 2015 at 200 W. Virginia Street, McKinney Texas.

In attendance were Board members: Jennifer Estes & Sally Huggins

Staff: Executive Director Dee-dee Guerra & Communications Manager Beth Shumate

The meeting was called to order at 12:17 pm

The Committee reviewed the following items:

1. Advertising and Promotional expenditures, no discussion.
2. Visitors Guides-The Committee discussed revamping the current MCVB Visitors Guide. They reviewed several of the visitor's guides around Texas and liked the Kerrville visitor's guide's layout. The Committee tasked C.M. Beth Shumate to bid out a visitor's guide similar (6 pg. vs 8 pg.) to the one from Kerrville and bring back pricing to the Committee.
3. Search Engine Optimization- The Committee tasked C.M. Beth Shumate to research information on a company that would be a good fit to start working with the CVB.
4. New Advertising Avenues & Continuing with Facebook-The Committee discussed working with YELP to advertise MCVB Yelp Page. The Committee asked to review the proposal. The Committee also decided to set a small budget for Facebook to promote the Sheraton Hotel & Event Center for events as well as to meeting planners after the grand opening in February.

The MCVB Marketing Committee meeting was adjourned at 1:05 pm

Sally Huggins  
MCVB Marketing Committee Chair