

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

June 19, 2014

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting in the MCVB Conference Room at 200 W. Virginia Street, McKinney Texas on June 19, 2014 at 8:00 a.m.

Attendees: Board Members: Board Chair Michael McEntire and board member Hal Harbor.

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

Items of Discussion:

- Advertising & Promotional dollar worksheet- Director Harbor asked a few questions on the worksheet – items that were paid out and if the rest of the money would be spent by the end of the year. Director Guerra informed the Committee that the dollars are allocated for Promotional items as well as for anything that might come up in advertising from now until December.
- Communications Manger Beth Shumate presented the following new items as possible advertising opportunities:
 - San Antonio Magazine (digital)
 - AARP Texas- advertising & digital component
- Sheraton Hotel & Conference Center- Roundtable meeting details w/ Ambridge Hospitality
 - Still on target, Completion Date February 11/12, 2015
 - Hotel is being sheeted and they are working on the roof. Conference Center- steel is going up.
 - Director of Sales hired on 8/1/14
- MCVB Analytics- reviewed by committee before meeting. No discussion.

The marketing meeting adjourned at 8:40 a.m.

Sharon Dill
MCVB Marketing Committee Chair