

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

NOVEMBER 24, 2014

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney Texas on November 24, 2014 at 7:30 a.m.

Board members present: Carrie Alfieri, Leslie Warren, Sally Huggins, Hal Harbor, Bonnie Tinsley, Cricket Killingsworth, Jennifer Estes, Susan Brusa, and Wayne Hill

Absent: Sharon Dill

Staff: Executive Director Dee-dee Guerra, staff members Vanesa Baggett and Beth Shumate.

Guests: Interim City Manager Tom Muehlenbeck, City of McKinney Finance Budget Manager Mark Holloway, and City Councilman Randy Pogue.

Board Chair Hal Harbor called the MCVB board meeting to order at 7:34 a.m.

14-1242 Minutes of the McKinney Convention & Visitors Bureau Board Meeting of October 28, 2014. Board members unanimously approved the motion by board member Leslie Warren, seconded by board member Wayne Hill, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Board Meeting of October 28, 2014.

14-1243 Minutes of the McKinney Convention & Visitors Bureau Strategic Planning Work Session of November 4, 2014. Board members unanimously approved the motion by board member Sally Huggins, seconded by board member Susan Brusa, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Strategic Planning Work Session of November 4, 2014.

14-1244 Board and Liaison Reports.
Finance Committee Report – Executive Director Guerra reviewed various finance reports (Rev Par, ADR, hotel tax receipts) with board members. Board member Alfieri asked about the status of La Quinta and if the city knows if the hotel owner owns hotels in other cities that he is also not

paying city taxes. Interim City Manager Mr. Muehlenbeck stated he was not aware if Mr. Singh owns other hotels outside of McKinney and advised that he would follow up on that question.

Chair Report – Board chair Harbor advised board members that MCVB board member Sharon Dill had resigned her position as a board member. Harbor advised that alternate board member Bonnie Tinsley would be seated at the meeting as a voting board member and that council would decide if alternate board member Tinsley would be permanently seated on the MCVB board.

Director's Report – Executive Director Guerra referred board members to the staff report she had provided to them and asked if there were any questions. She highlighted staff accomplishments, total hotel room nights staff had assisted in obtaining, as well as various tradeshow and meetings staff had attended. Guerra also advised board members of various advertising placements in publications and on-line. Guerra advised board members about the possibility of the MCVB moving to a new tracking system. She stated that she was waiting to hear from the city IT department to determine if a new tracking system (IDSS) would interface with City IT system. Staff member Shumate advised board members that she was working on a trackable QR code with a call to action that would be placed on each advertisement in various publications. Shumate advised that the QR code would be specific to each publication and hopes for better ROI reporting from each ad's.

City of McKinney – Councilman Pogue stated once Ms. Dill's resignation came before council, he and Councilman Day would recommend that Bonnie Tinsley, MCVB Board alternate, be named as a permanent board member to the MCVB. Interim City Manager Tom Muehlenbeck stated that the Council Expectation's agenda item would be back on the agenda for December 1. He also stated that the council committee has been working diligently on developing the 10 year financial plan for the city.

Main Street/MPAC – Executive Director Guerra spoke on behalf of the Main Street/MPAC department and advised board members that Fed Ex would be the title sponsor for the Home for The Holidays event that will take place Thanksgiving Weekend, in addition to supporting sponsors Baylor, Tong Yang, Munzee Marketplace and 102.9 FM. Guerra stated that the Christmas tree lighting ceremony would take place at 6 p.m. on Friday, November 28, and the Rotary Parade of Lights would take place on Saturday, December 13.

McKinney Chamber of Commerce – Chair Harbor advised board members that the Chamber had made their move to their new location in Historic Downtown McKinney.

REGULAR AGENDA

- 14-1245** Consider/Discuss/Act on Approval of Proposed FY 14/15 McKinney Convention & Visitors Bureau Strategic Plan. Board members unanimously approved the motion by board member Carrie Alfieri, seconded by board member Jennifer Estes, to approve the Proposed FY 14/15 McKinney Convention & Visitors Bureau Strategic Plan.
- 14-1246** Consider/Discuss/Act on Combining the Marketing and Development Committees into one Committee. Board members unanimously approved the motion by board member Carrie Alfieri, seconded by board member Leslie Warren, to combine the Marketing and Development Committees into one committee.
- 14-1247** Consider/Discuss/Act on Establishing a Human Resources Committee. Board members unanimously approved the motion by board member Carrie Alfieri, seconded by board member Leslie Warren, to approve establishing a Human Resources Committee.

Board Chair Harbor adjourned the meeting at 8:41 a.m.

HAL HARBOR
Chair