



# McKinney Convention and Visitors Bureau Agenda

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Tuesday, January 28, 2014

7:30 AM

200 W. Virginia Parkway  
McKinney, TX 75069

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**PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.**

## **CALL TO ORDER**

## **CONSENT ITEMS**

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

**14-104**     [Minutes of the McKinney Convention & Visitors Bureau Board Meeting of December 10, 2013](#)

**Attachments:**     [Minutes](#)

**14-105**     [Minutes of the McKinney Convention & Visitors Bureau Development Committee Meeting of January 7, 2014](#)

**Attachments:**     [Minutes](#)

**14-106**     [Minutes of the McKinney Convention & Visitors Bureau Work Session/Strategic Planning meeting of January 10, 2014.](#)

**Attachments:**     [Minutes](#)

**14-107**     [Minutes of the McKinney Convention & Visitors Bureau Marketing/PR Committee Meeting of January 14, 2014](#)

**Attachments:**     [Minutes](#)

## **DISCUSSION ITEMS**

**14-108**     [Consider/Discuss Presentation from Mark Holloway: 7 Ways to Spend Hot Tax Dollars](#)

## REPORTS

- 14-109**     [Reports](#)  
                  [Liaison Report](#)  
                  [City of McKinney](#)  
                  [McKinney Chamber of Commerce](#)  
                  [MCDC](#)  
                  [MEDC](#)  
                  [MPAC/Main Street](#)  
[Chair Report](#)  
[Director's Report](#)  
[MCVB Committee Report](#)  
                  [Finance](#)  
                  [Development](#)  
                  [Marketing/PR](#)

## REGULAR AGENDA

- 14-110**     [Consider/Discuss/Act on Purchasing a Table at TTIA Unity  
Dinner & Attending Converge on the Capitol](#)
- 14-111**     [Consider/Discuss/Act on MCVB Spending Cap](#)
- 14-112**     [Consider/Discuss/Act on Proposed MCVB Strategic Plan for FY  
13/14](#)

## CITIZEN COMMENTS

## BOARD OR COMMISSIONER COMMENTS

Board or Commission Comments relating to items of public interest:  
Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

## ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 23rd day of January, 2014 at or before 5:00 p.m.

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Dee-dee Guerra  
Executive Director

Accommodations and modifications for people with disabilities are available upon request. Requests should be made as far in advance as possible, but no less than 48 hours prior to the meeting. Call 972-547-2694 or email [contact-adacompliance@mckinneytexas.org](mailto:contact-adacompliance@mckinneytexas.org) with questions or for accommodations.