



Visit McKinney

Agenda

Tuesday, April 28, 2020

9:00 AM

Teleconference Zoom Meeting

Teleconference Zoom Meeting

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

Please note that a quorum of the Visit McKinney Board may not all be present at the same location. Some members may instead participate in this meeting from one or more remote locations in an effort to contain the spread of COVID-19. In addition, there may be occasions when the audio and/or video transmission may not be clear or may be interrupted. In those instances, the meeting will continue so long as a quorum is still present.

LISTEN TO THE BROADCAST LIVE

This meeting will be broadcast live using Zoom Meetings.

To listen to the meeting, dial one of these toll-free numbers: (877)853-5257 or (888)475-4499; Meeting ID: 996-3559-3329

SPEAKING DURING PUBLIC COMMENTS

Members of the public wishing to speak during Public Comments can join the teleconference by calling in to one of the telephone numbers listed below. Those members of the public calling in will not be able to participate through video and will only have an audio feed of the meeting on their telephone.

Public Comments Call-in Instructions

1. Dial (877)853-5257 Toll Free, or (888)475-4499 Toll Free.
2. You will be prompted to enter the meeting ID, followed by the # sign. The ID for this meeting is 996-3559-3329 plus the # sign.
3. If the meeting has not already started, you will be prompted to press the # sign to wait.
4. You will be prompted to enter your unique participant ID. This step does not apply to Public Comments, so press the # sign to skip.

Phone Controls for participants - the following commands can be entered using your phone's dial pad while in a Zoom meeting:

- *6 - Mute/unmute (this function may be controlled by the meeting host only)
- *9 - Raise hand - During Public Comments, each caller will be identified by the last four digits of their phone number. When you are recognized to speak, please state your name and address before making your comment.

CALL TO ORDER

PUBLIC COMMENTS ON AGENDA ITEMS (For Non-Public Hearing Agenda Items)

Speakers wishing to address the Board regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Board Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.

Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Board for items listed as Public Hearings will be recognized when the public hearing is opened.

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.

20-0335 [Minutes of the Visit McKinney Board Meeting of February 25, 2020](#)

Attachments: [Minutes](#)

20-0336 [Minutes of the Visit McKinney Marketing Committee Meeting](#)

[of March 6, 2020](#)

Attachments: [Minutes](#)

20-0337 [Minutes of the Visit McKinney Marketing Committee Meeting of April 20, 2020](#)

Attachments: [Minutes](#)

REPORTS

20-0338 [Board and Liaison Reports](#)
[City of McKinney](#)

[MEDC](#)

[MCDC](#)

[McKinney Main Street / MPAC](#)

[Visit McKinney Finance Committee](#)

[Visit McKinney Marketing Committee](#)

Attachments: [MEDC Report March 2020](#)

[MEDC Report April 2020](#)

[MCDC Report March 2020](#)

[MCDC Report April 2020](#)

[MCDC Report April Attachment](#)

[VM February 2020 Financials](#)

[VM March 2020 Financials](#)

[STR Report Feb 2020](#)

[STR Report March 2020](#)

[March 2020 Occupancy Report](#)

20-0339 [McKinney Mainstreet/MPAC Update on Strategic Session](#)

20-0340 [Update on 2020 McKinney Board & Commission Member Appointments](#)

Attachments: [About McKinney Boards & Commissions](#)

[Member Eligibility Policy](#)

[Apply Online](#)

20-0341 [Executive Director's Report](#)

Attachments: [February 2020 Staff Report](#)
[March 2020 Staff Report](#)

REGULAR AGENDA

20-0342 [Consider/Discuss/Act on the Revised Visit McKinney Key Performance Indicators \(KPIs\) for Fiscal Year 2019-20 in Quarters 3 and 4, Due to COVID-19](#)

Attachments: [KPIs FY 2019 2020](#)

20-0343 [Consider/Discuss/Act on the Visit McKinney Key Performance Indicators \(KPIs\) for Fiscal Year 2020-21, Due to COVID-19](#)

Attachments: [KPIs FY 2020 2021](#)

20-0344 [Consider/Discuss/Act on the Proposed Visit McKinney Budget for Fiscal Year 2020-21](#)

20-0345 [Consider/Discussed/Act on Marketing Committee Recommendations Regarding the Spring Cycle of Grant Applicants](#)

Attachments: [Recommendations from the 4-20-20 Meeting](#)
[Recommendations from the 4-24-20 Meeting](#)

CITIZEN COMMENTS

Speakers shall have a time limit of three (3) minutes. This meeting segment is limited to thirty (30) minutes.

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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 24 day of April, 2020 at or before 5:00 p.m.

*Dee-dee Guerra
Executive Director*

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Phone 972-547-2694 or email contact-adacompliance@mckinneytexas.org. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.