

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

JULY 26, 2016

The McKinney Convention and Visitors Bureau Board met in regular session at the Carriage House at the Heard-Craig House, 205 W. Hunt, McKinney, Texas on July 26, 2016 at 7:30 a.m.

After determining a quorum was present, Board Chair Harbor called the meeting to order at 7:51 a.m.

Board members present: Jim Bressler, Hal Harbor, Wayne Hill, Sally Huggins, and Bonnie Tinsley.

Absent: Susan Brusa, Jennifer Estes, Cricket Killingsworth, and Melissa Moreno.

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

Guests: City of McKinney Councilman Rogers, City of McKinney Senior Financial Analyst Trevor Minyard, Main Street & MPAC Director Amy Rosenthal, and Aaron Bloxham and Jennifer Arnold of City Planning.

Board members unanimously approved the motion by Board member Wayne Hill, seconded by Board member Jim Bressler, to approve the following minutes from the McKinney Convention & Visitors Bureau:

- 16-757** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of May 24, 2016.
- 16-758** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of May 23, 2016.
- 16-759** Update on the ONE McKinney 2040 Comprehensive Plan Initiative. City Planner Aaron Bloxham presented to board members highlighting the future land use for McKinney. Mr. Bloxham stated the planned vision is scheduled to carry through the year 2040 and advised board members of the five districts that the planning department is focusing their attention. Those five districts are: 1. Cultural Entertainment, 2. Economic, 3. Transportation, 4. Housing and Neighborhoods, and 5. Natural Assets.

Mr. Bloxham stated the estimated population for McKinney by 2040 is expected to reach 284,000 with a total build-out projected to be 388,000 around the year 2060. Bloxham directed Board members to visit the website www.onemckinney2040.com to access more information.

16-760 Executive Director's Report – Executive Director Guerra reviewed both the May and June staff reports. Ms. Guerra praised MCVB Communications Manager Beth Shumate for her dedication in building rapport with travel writers and editors which resulted in an 11-page editorial on McKinney in Texas Highways magazine. The ad value on this editorial was approximately \$82K and PR value of approximately \$247K.

16-761 Board and Liaison Reports

Chair Report – Board Chair Harbor thanked Heard-Craig Executive Director Karen Zupanic for hosting the MCVB board meeting and asked Ms. Zupanic to give a brief overview/history of the 116- year-old house.

Finance Committee Report - Committee Chair Hill gave the finance report stating that the MCVB budget was tracking on target. Mr. Hill stated that YTD, the hotel occupancy was up 20% and hotel revenue was up 34%.

City of McKinney – Senior Financial Analyst Trevor Minyard advised board members the City Finance department will be conducting the budget workshop with City Council in the morning at 8:30 a.m. The finance department will present a comprehensive report with the City Council and present the City Manager's budget to City Council. Mr. Minyard advised that all departments will be covered at this presentation. Mr. Minyard also advised board members the new City Manager, Paul Grimes, would begin on August 1, 2016. Additionally, Mr. Minyard stated between August and September, the public hearings on the budget will be presented to the citizens of McKinney.

Main Street/MPAC - Executive Director Rosenthal updated board members on the following upcoming events taking place in historic

downtown McKinney: Concert by Madi Davis, contestant from the TV show, "The Voice"; Sawyer Fredrick, winner from last season's "The Voice"; Texas Singer-Songwriter Randy Roster; A Classic Film Festival; and Oktoberfest. In addition, Ms. Rosenthal advised board members of the Explorer Club program for families and kids currently taking place in the downtown area. Ms. Rosenthal also thanked the CVB for their partnership.

McKinney Chamber of Commerce – MCVB Executive Director Guerra spoke on behalf of the Chamber, stating the Chamber's staff reorganization is complete and now in place. Ms. Guerra advised board members the Chamber Quarterly Luncheon would take place at the Eldorado Country Club on July 28th as well as stating that the McKinney Leadership class for 2016-2107 had been selected. In addition, Guerra advised that the MISD new teacher breakfast would take place on August 9, 2016.

Board Chair Harbor adjourned the meeting at 8:35 a.m.

HAL HARBOR
Chair