

VISIT MCKINNEY BOARD

REGULAR MEETING

MARCH 29, 2022

The Visit McKinney Board met in regular session at The Augustus, 350 E. Louisiana St., Suite B, McKinney, TX 75069 on Tuesday, March 29, 2022, at 8:00 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Tamra Gaines, Connie Gibson, Whitney Nash, Katie Scott

Absent: Vincent Vittatoo

Alternate member present: Deidre Woodard filled in for Vincent Vittatoo in a voting capacity

Staff present: Interim Executive Director Marie Woodard, Sales Manager Rachel Tamez, Communications Manager Beth Shumate, Executive Assistant Sabine Smith, City Manager Paul Grimes, MEDC Senior Vice President Michael Talley, MCDC Board Liaison Deborah Bradford, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, City Council Liaison Richard Franklin, and City Council Liaison Justin Beller

Representatives from the Salesmanship Club present: Lexie Okeke - Director of Community Engagement, Larry Delzell - Senior VP of Land Acquisition Perry Homes, Chris Peck - Senior Vice President JE Dunn Construction

CALL TO ORDER

Board Vice Chair Connie Gibson called the meeting to order at 8:01 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items.

CONSENT ITEMS

22-0269 Minutes of the Visit McKinney Regular Meeting of February 22, 2022

Board members unanimously approved the motion by Board member Michelle Gamble, seconded by Board member Jon Dell'Antonia, to approve and refer the minutes of the Visit McKinney Board Meeting of February 22, 2022, to City Council.

REPORTS

Board Vice Chair Connie Gibson called for Board and Liaison updates.

22-0270 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Council Liaisons Richard Franklin and Justin Beller had no updates. City Manager Paul Grimes spoke about the City Hall construction progress, reviewed City Council's annual strategic goal process, and gave a population number update. Grimes answered questions from Board members regarding the potential growth and expansion around the new City Hall and the TUPPS Brewery construction progress.

MEDC – Senior Vice President Michael Talley referred to the attached report and highlighted that the number of projects is increasing, domestic travel has re-opened, the innovation fund is going strong, and the department is getting ready for the 2022 AT&T Byron Nelson Tournament. Talley thanked everyone for participating in the North Collin County Neighborhood Conference.

MCDC – MCDC Board Liaison Deborah Bradford explained the different grant cycles in the attached report: Project Grants, Promotional & Community Event Grants, and Retail Development Infrastructure Grants, and where each of them currently is in the process. Bradford followed up on a question from the last Visit McKinney Board meeting and detailed what qualifies for the Retail Development Infrastructure Grant. Bradford mentioned that MCDC has started the process to review the Strategic Priorities. Bradford and City Manager Paul Grimes answered questions from Board members regarding The Hub (West Grove – 380 and Custer), which is part of MCDC's strategic priority "Destination Entertainment/Museum Project/Venues".

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal expressed her gratitude to the Visit McKinney Board regarding her department and her Board having been named 2021 Tourism Partner of the Year, as well as for the support regarding the Silo Project. Rosenthal went into more detail on the restoration work at the Silos, the community survey capturing citizen's input regarding the Silo Project, and thanked MCDC Board Liaison Deborah Bradford

for her kind words at the Silo Project kickoff event. Rosenthal highlighted upcoming events for April.

City of McKinney – City Manager Paul Grimes added to his report a recap of the previous week’s “East McKinney Community Conversation” event at the Old Settler's Recreation Center.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal answered questions from Board members about the fundraising progress for the Silo Project, the advertisement of the community survey, and the breakdown of the survey results. \$50,000 of the required fundraising will come out of the Hotel Tax Fund and Rosenthal referred to her detailed presentation of the survey results at the upcoming April 5, 2022, City Council Work Session.

City of McKinney – City Manager Paul Grimes answered a follow-up question from Board members regarding the January airport presentation and whether the FBO is still on track to open in May.

Visit McKinney Finance Committee – Board member Jon Dell'Antonia covered the operating statement of February 2022, mentioning that Visit McKinney is under budget as of today, and the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities. Dell'Antonia paid special attention to McKinney’s lower Average Daily Rate in comparison to the surrounding cities and answered questions regarding the availability of a report tracking 30-plus day stays in McKinney hotels.

22-0271 Executive Director's Report

Interim Executive Director Marie Woodard praised staff’s hard work and highlighted each staff person’s work accomplishments. Woodard thanked Beth Shumate for her help in hiring a new part time staff assistant, who is working weekdays, highlighted Rachel Tamez’s work on the Byron Nelson and her new cooperation efforts with the Parks & Recreation Department. Sabine Smith has been setting up a new series of Art Walking Tours, the 10-year lease renewal for the office building has been reviewed, and training is underway for a second part-time staff assistant, who is working weekends. All staff has completed the mandated cyber security training. Tamez

answered Board member questions regarding the upcoming pickleball tournament and Senior Vice President Michael Talley addressed questions regarding upcoming hotel properties. Board Vice Chair Connie Gibson added her appreciation and thank yous to the staff.

REGULAR AGENDA

22-0272 The Salesmanship Club/AT&T Byron Nelson Presentation

After watching a brief video, Larry Delzell and Chris Peck gave a presentation about The Salesmanship Club and answered questions from Board members.

Board Vice Chair Connie Gibson read out loud the next four agenda item numbers and names regarding the four different grant applications and asked Board member Michelle Gamble to give the Marketing Committee's recommendation on each of them.

22-0273 Consider/Discuss/Act on the Grant Application from Heritage Guild of Collin County in the Amount of \$2,000 for the Update of the Wedding Website & Digital Footprint

22-0274 Consider/Discuss/Act on the Grant Application from Jump Into Art Studios, Inc. in the Amount of \$7,350 for the Advertising and Promotion of the 2022 Class/Workshop Plan

22-0275 Consider/Discuss/Act on the Grant Application from Marching Music Made in McKinney in the Amount of \$3,000 for the Advertising and Promotion of Drum Corps International Events 2022

22-0276 Consider/Discuss/Act on the Grant Application from SBG Hospitality in the Amount of \$7,000 for the Advertising and Promotion of the McKinney Wine & Music Festival

Board member Michelle Gamble reported that the Heritage Guild of Collin County asked for \$2,000 and the Marketing Committee recommends an award of \$2,000; Jump Into Art Studios, Inc. asked for \$7,350 and the Marketing Committee recommends an award of \$4,000; Marching Music Made in McKinney asked for \$3,000 and the

Marketing Committee recommends an award of \$3,000; SBG Hospitality asked for \$7,000 and the Marketing Committee recommends an award of \$6,000. After a brief discussion, Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to approve the Marketing Committee Recommendations and award Heritage Guild of Collin County \$2,000, to award Jump into Art Studios, Inc. \$4,000, to award Marching Music Made in McKinney \$3,000, and to award SBG Hospitality \$6,000.

22-0277 Consider/Discuss/Act on the Destination Services, LLC Analysis & Strategic Plan

Board Vice Chair Connie Gibson explained that an action is required to determine how to proceed with the strategic plan and Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Deidre Woodard, to move forward with the Strategic Plan.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

There were no public comments regarding matters not on the agenda.

BOARD OR COMMISSIONER COMMENTS

Board Vice Chair Connie Gibson invited board members to the reading of the proclamation for National Travel and Tourism Week at a City Council meeting in May, and to the Leadership McKinney Open House this week. There is no Visit McKinney booth at Arts in Bloom and more information regarding the AT&T Byron Nelson booth will be sent out at a later date. Staff from The Augustus gave an overview of the event space and answered questions from Board members.

ADJOURN

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to adjourn the meeting at 9:17 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by Visit McKinney board members on: _____.

VINCENT VITTATOE
Board Chair

SABINE SMITH
Board Clerk