

## VISIT MCKINNEY BOARD

### REGULAR MEETING

OCTOBER 26, 2021

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, October 26, 2021, at 8:00 a.m.

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

Absent: Tamra Gaines

Alternate member present: Deidre Woodard filled in for Tamra Gaines in a voting capacity

Staff present: Executive Director Dee-dee Guerra, Sales Manager Rachel Tamez, Sales Manager Marie Woodard, Communications Manager Beth Shumate, Administrative Assistant Sabine Smith, City Manager Paul Grimes, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, MEDC Manager of Business, Retention and Expansion Madison Clark, MCDC Board Liaison Rick Glew, City Council Liaison Richard Franklin, and City Council Liaison Justin Beller

Grant applicants present: Angi Burns – Ovation Academy, Jason Lim – Philharmonic Orchestra and the Greater North Texas Youth Orchestra, Beth Beck and Lesli Robertson – MillHouse Foundation, Joshua Jones – 25 Revolutions, Lisa Hermes and Keith King – McKinney Restaurant Council, Chad Huggins – Cereal Head Media

#### CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:03 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.

**21-0944** Election of Officers: a. Chair, b. Vice Chair, c. Secretary/Treasurer

Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Jon Dell'Antonia, to approve the election of Vincent Vittatoe as Board Chair.

Newly elected Board Chair Vincent Vittatoe took over the meeting. Throughout the rest of the meeting newly elected officers and appointees received congratulatory remarks from other Board members and staff and outgoing chair Connie Gibson was thanked multiple times for her service as Board Chair.

Board Chair Vittatoe called for nominations for the Board Vice Chair Position and Connie Gibson and Jon Dell'Antonia were nominated. After stating public record rules, a show of hands favored Connie Gibson as Board Vice Chair. Board members unanimously approved the motion by Board member Michelle Gamble, seconded by Board member Jon Dell'Antonia, to approve the election of Connie Gibson as Board Vice Chair.

Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Connie Gibson, to approve the election of Jon Dell'Antonia as Secretary/Treasurer.

**21-0945** Appointment of Visit McKinney Subcommittee Members: a. Finance Committee, b. HR Committee, c. Marketing Committee

Board Chair Vincent Vittatoe appointed Katie Scott, Deidre Woodard, and Jon Dell'Antonia to serve on the Finance Committee with Dell'Antonia heading up the committee.

Board Chair Vincent Vittatoe appointed Connie Gibson, Katie Scott, and Michelle Gamble, to serve on the Marketing Committee with Gamble heading up the committee.

Board Chair Vincent Vittatoe appointed Jon Dell'Antonia, Tamra Gaines, and Whitney Nash to serve on the HR Committee with Nash heading up the committee.

## CONSENT ITEMS

**21-0946** Minutes of the Visit McKinney Regular Meeting of September 28, 2021

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble to approve and refer the minutes of the Visit McKinney Board Meeting of September 28, 2021, to City Council.

## REPORTS

Board Chair Vincent Vittatoe called for Board and Liaison updates.

**21-0947** Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney  
Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes updated on the progress of the new development code for the City of McKinney, the council boundary redistricting process triggered by the completed census, the special election for the City's At Large 2 seat, that is required to be held since Council Member Frederick Frazier has announced he will be running for state representative in Texas House District 61. City Council Liaisons Richard Franklin and Justin Beller had nothing to add.

MEDC – MEDC Manager of Business, Retention and Expansion Madison Clark highlighted the Raytheon expansion, the Independent Financials' nomination as one of the finalists for Dallas Business Journal-2021 Best Real Estate Deal in HQ/Campus Category, and the results of a recent Click Ad Campaign.

MCDC – MCDC Board Liaison Rick Glew gave an overview of the timing and dollar amounts for the current grant cycle, reported on the status and stood for questions regarding the TUPPS Brewery Expansion Project.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal listed upcoming holiday events for November and December with a special focus on the Menorah Lighting, a new to downtown McKinney event taking place on November 30, 2021.

Visit McKinney Finance Committee – Board member Jon Dell'Antonia covered the operating statement of September 2021, which closes out the fiscal year 2020/2021, highlighting the good financial decisions this year and the exceptional occupancy rate of 100 percent for the Hampton Inn. Dell'Antonia went through the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities, and addressed the number of RFPs that cannot be met due to the lack of adequately sized facilities.

REGULAR AGENDA

Board Chair Vincent Vittatoe reminded the grant applicants that each speaker has three minutes for the presentation and two minutes to answer questions.

- 21-0948** Consider/Discuss the Grant Application from Ovation Academy in the Amount of \$7,500 for the Advertisement and Promotion of Shakespeare in the Park McKinney

A presentation was given by Angi Burns of Ovation Academy. Burns stood for questions.

- 21-0949** Consider/Discuss the Grant Application from McKinney Philharmonic Orchestra and the Greater North Texas Youth Orchestra in the Amount of \$6836.30 for the Advertisement and Promotion of the 2021-2022 Concert Season

A presentation was given by Jason Lim of Philharmonic Orchestra and the Greater North Texas Youth Orchestra. Lim stood for questions.

- 21-0950** Consider/Discuss the Grant Application from MillHouse Foundation in the Amount of \$13,505 for the Advertisement and Promotion of the 2022 MillHouse Art Festivals (5 Events)

A presentation was given by Beth Beck and Lesli Robertson of MillHouse Foundation. Beck and Robertson stood for questions.

- 21-0951** Consider/Discuss the Grant Application from 25 Revolutions, LLC in the Amount of \$15,000 for the Advertisement and Promotion of a Feature-Length Documentary about the Planning, Production, and Performances Involved in KHYI 95.3 FM's 25th Annual Music Festival

A presentation was given by Joshua Jones of 25 Revolutions. Jones stood for questions.

- 21-0952** Consider/Discuss the Grant Application from McKinney Restaurant Council - Committee of the McKinney Chamber of Commerce in the Amount of \$5,000 for the Advertisement and Promotion of McKinney Rocks

A presentation was given by Lisa Hermes and Keith King of McKinney Restaurant Council and Chad Huggins of Cereal Head Media. Hermes stood for questions.

**21-0953** Executive Director's Report

Executive Director Dee-dee Guerra gave her annual "Year in Review" presentation for fiscal year 2020/2021. Guerra highlighted past events and gave more information about upcoming events that Visit McKinney supports: Día de los Muertos, The Ninety-Nines, Inc.®, MPI Education Conference, the NCAA Division II Football Event lineup, the DCI Drum Corps International events throughout the July 2022 week, the new Visit McKinney website launch, the historical walking tours, and the State of the City event. Sales Manager Rachel Tamez gave a more detailed account of The Ninety-Nines, Inc.®, International Organization of Women Pilots® event at the Sheraton. Sales Manager Marie Woodard gave her assessment from her attendance at the Meeting Planner International Conference and Communications Manager Beth Shumate reported further on the website launch. Guerra referred to her attached report, spoke to the 2021/2022 Board Meeting dates, and answered questions about The Stix Icehouse. Board member Michelle Gamble thanked and praised staff, Board Chair Vincent Vittatoe agreed and added his own thank you statements.

**PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA**

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

**BOARD OR COMMISSIONER COMMENTS**

There were no further Board or Commissioner comments.

**ADJOURN**

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Katie Scott, 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: \_\_\_\_\_.

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CONNIE GIBSON  
Board Chair

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SABINE SMITH  
Board Clerk