

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing/Development Committee

December 13, 2017

The McKinney Convention & Visitors Bureau Marketing & Development Committee met on December 13, 2017 at 200 W. Virginia Street, McKinney Texas.

In attendance were Board members: Vice- Chairman Estes, Director Julie Baublis and Staff member, Executive Director Dee-dee Guerra.

The meeting was called to order at 4:00 p.m.

The Committee discussed the allocation and recommendation to the MCVB Board for the first round of Promotional Grants (\$10,000) that will be awarded at the January 23, 2018, MCVB Board Meeting. The following were the applicants and the amount that was requested by each:

- Heritage Guild of Collin County- Advertise & Promote their Murder Mystery Dinner (Expansion-They want to make this event larger.)
 - Event Date: February 2018
 - Grant request by Jaymie Pedigo for \$1,500
 - No Matching Funds being requested
- Collin County History Museum-Purchase a Podcaster Studio which will enable them to share digital content for their *2019 Then & Now Exhibit* via their website and social media. They will use this podcaster to interview & showcase the unique business and highlight the heritage of the buildings that are located on the downtown square.
 - Event Date: Open
 - Grant request by Mary Carole Strother for \$1,600
 - No Matching Funds being requested
- McKinney Kiwanis Triathlon- Advertising & T-shirts to promote long-standing event.
 - Event Date: April 22, 2018
 - Grant request by Dennis Williams for \$5,000
 - Matching Funds being requested from MCDL \$3,500
- Heard Craig Museum of Art-Art Meets Floral Regional Design Competition
 - Event Date: April 26-28, 2018
 - Grant request by Karen Zupanic for \$7,540 to advertising the event
 - No Matching Funds being requested

- Holy Family School- Believe! Race
 - Event Date: November 25,2017
 - Grant request by Sara Thomas for \$8,000 for Facebook marketing, Radio spots, and 2017 race shirts (promote Sponsors-McKinney Businesses).
 - Sponsorship from MCDC \$1,000

The MCVB Marketing/Development Committee meeting was adjourned at 4:45 p.m.

Jennifer Estes
MCVB Marketing/Development Committee