

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

SEPTEMBER 25, 2013

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney, Texas on September 25, 2103 at 7:30 a.m.

CALL TO ORDER

Board Chair Bado called the McKinney Convention and Visitors Bureau meeting to order at 7:31 a.m.

Board members present: George Lodge, Trae Gardner, Angie Bado, Michael McEntire, Shqiprim "Doc" Vranici, Steve Conlin and Sharon Dill.

Absent: Linda Fogg and Erica Carver.

Staff: Executive Director Dee dee Guerra; Communications Manager Beth Shumate; Tourism Services Specialist Vanesa Baggett and Staff Assistant Sue Davis.

Guests: Councilman Randy Pogue, City Communications Director CoCo Good, City Finance Budget Manager Mark Holloway, and MCVB Board Member (FY 2013-21014) Hal Harbor.

13-974 Minutes of the McKinney Convention and Visitors Bureau Board meeting of August 27, 2013. Board members unanimously approved the motion by Board member Trae Gardner, seconded by Board member Michael McEntire, to Approve and Refer Minutes of the McKinney Convention and Visitors Bureau Board meeting of August 27, 2013.

13-975 Minutes of the McKinney Convention and Visitors Bureau Special Meeting of September 5, 2013. Board members unanimously approved the motion by Board member Trae Gardner, seconded by Board member Steve Conlin, to Approve and Refer Minutes of the McKinney Convention and Visitors Bureau Special Meeting of September 5, 2013.

13-976 Committee Reports – Development, Finance, and Marketing & PR.
Development – Board member Vranici advised board members that the Development Committee met with Made In McKinney store owner Windy Gallagher to discuss and review the extension of the store contract. The committee agreed to recommend to the board to extend the contract for an additional year.

Finance – Board member McEntire reviewed the budget with board members. McEntire stated the hotel receipts for August were good, reporting the top five hotel revenue receipts were Holiday Inn, Comfort Suites & Inn, Best Western, La Quinta, and Quality Inn. Board member Lodge asked if the city was collecting the tax revenue from the La Quinta. McEntire advised that he was not aware of whether or not they were.

Marketing & PR – Board member Gardner advised that the Marketing & PR committee did not meet during August. Gardner did review current ads in MPG, Ride Texas, Texas Monthly, and McKinney Magazine with board members.

13-977 Liaison Reports - City Manager's Office, Main Street/MPAC, MCDL, and

McKinney Chamber of Commerce.

City Manager's Office – City Communications Director CoCo Good advised board members that the co-op advertisement buy in See Texas First for both spring and fall have been a great success.

Main Street/MPAC – Executive Director Guerra spoke on behalf of Main Steet/MPAC and advised the upcoming events are Oktoberfest, Wish 100, and Home for the Holidays.

MCDC – Staff member Baggett updated board members that MCDC had approved six promotional and community event requests during their August 22, 2013 board meeting. In addition the MCDC board approved their FY 2013-2014 budget.

McKinney Chamber - No report as no one representing the Chamber was present at the meeting.

13-978 Chair Report – Board Chair Bado highlighted the following accomplishments that staff and board members worked on over the past twelve months: Opening of the Made In McKinney retail store; Migration to City IT which resulted in cost saving of approximately \$15000; Revision of MCVB mission statement and long term planning; successful move to the Historic Downtown area resulting in an increase of foot traffic to the visitors center; the restructure of job duties for staff and the MCVB bylaws; and the creation of a new part-time staff assistant position.

13-979 Director's Report. Executive Director Guerra highlighted the increase in

foot traffic that the MCVB has had over the past few months as well as the increase in hotel room nights. Guerra also reviewed upcoming events taking place in McKinney.

13-980 Consider/Discuss/Act on the Made In McKinney Store Agreement Contract. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Trae Gardner, to approve the motion to renew the Made In McKinney store contract for an additional 12 months.

13-981 Consider/Discuss/Act on Moving Forward with the MCVB Mobile App. Board members discussed the feasibility of the MCVB Smartphone application. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member George Lodge, to drop the Smartphone application and not renew the contract with Triangle Studios or Apple once the current app year expires in May 2014.

13-982 Consider/Discuss/Act on Third Amendment to the By-Laws of the McKinney Convention and Visitors Bureau. Executive Director Guerra highlighted the main changes made to the MCVB Bylaws. Board members unanimously approved the motion by Board member Michael McEntire, seconded by Board member Shqiprim "Doc" Vranici, to approve the Third Amendment to the By-Laws of the McKinney Convention & Visitors Bureau with corrections on Article 4, Section 1,

Part C to reflect "from 2 years to 3".

There were no citizen's comments.

Board Chair Bado adjourned the meeting at 8:39 a.m. Upon further discussion regarding agenda item 13-982, Consider/Discuss/Act on Third Amendment to the By-Laws of the McKinney Convention & Visitors Bureau, Chair Bado called the MCVB board meeting back to order at 8:42 a.m. to reconsider agenda item 13-982. Upon clarification of term limits as addressed in detail in Article 4, Section 1, Part D to be in accordance with City of McKinney Policy on Board and Commission Member Appointment and Eligibility the motion was made by Michael McEntire, seconded by Shiqiprim "Doc" Vranici to approve the Third Amendment to the By-Laws of the McKinney Convention & Visitors Bureau. Chair Bado adjourned the meeting at 8:48 a.m.

ANGIE BADO
Chair