

*The mission of the McKinney Convention and Visitors Bureau is to market McKinney as the Destination of Choices*

**MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

**REGULAR MEETING**

**February 28, 2012**

The MCVB Board met for a Regular Meeting in the MEDC/MCDC conference room. Present were: Directors Angie Bado, Trae Gardner, Michael McEntire, George Lodge, Tim Baker, Linda Fogg, and Erica Tate. Absent were Directors Via-Friend and Vranici. Guests were Jason Cooley, City of McKinney Finance Department; Connie Gibson, MCDC; Johnny Valencia MEDC, Scott Peak, Kelly Myer, and Jennifer Irwin of Baylor Hospital. Staff: Executive Director Diann Bayes and Tourism Services Representative Vanesa Baggett.

**Call to Order**

Board Director Bado called the meeting to order at 7:41AM, welcomed guests and thanked MEDC/MCDC for use of their conference room.

**Introductions**

**12-001**

Board Chair Director Bado introduced and welcomed guests then turned floor over to Baylor Hospital representatives for a presentation.

**Presentation – Baylor Medical Center at McKinney**

**12-002**

Representatives from Baylor Hospital McKinney gave a presentation to board. Highlights from that presentation are: Hospital will open July 6, 2012; there will be community tours of the facility in late June 2012; the hospital will be LEED-certified, one of the few hospitals in the state that holds that certification; when all three phases of hospital are complete there will be a total of 399 rooms, all rooms private. No further action needed.

**Approval of Minutes of January 24, 2012 Board Meeting**

**12-003**

Director Bado asked for a motion to approve the minutes from the January 24, 2012 MCVB Board meeting. Director McEntire made the motion to approve the minutes as written with a second made by Director Baker. The minutes were approved unanimously. No further action needed.

**Consider/Discuss/Act – Update on Community Inventory**

**12-004**

Executive Director Bayes advised board members that 20 invitations were mailed out to nominated graduates of the Leadership McKinney class. Thus far, she had received five confirmations from individuals wanting to be a part of the Community Inventory Committee. Bayes stated that for information purposes, the committee will present to council the intent behind the Community Inventory. No further action required.

**Consider/Discuss/Act – Update on Special Projects/Events**

**12-005**

Executive Director Bayes informed board members that the new ad campaign for the CVB is being finalized by ad agency Day 6 and she is excited about rolling out the campaign. Bayes also stated that City Manager Jason Gray has asked the campaign be presented to city council at the next session. Director Tate asked if the CVB was planning on coordinating with city marketing on this new

campaign or would it be strictly an ad for the CVB. Executive Director Bayes stated that she, Director Bado, and Day 6 had met with CoCo Good, City Marketing & Communications Director, and Ms. Good gave her approval, stating the CVB had a very different audience than the city. Director Bado added that Ms. Good saw many opportunities for variations and the creativity can be used in many different ways; Bado stated “I felt she obviously was giving us her blessing to proceed and so that’s what we’ve done.” Director Gardner asked for an update on the status of the CVB website. Executive Director Bayes advised that we were waiting until we knew more about the Gateway project/status before we would revise the CVB website. Bayes also advised board members that during the Southwest Showcase, Tourism Sales Manager Dee-Dee Guerra was asked for RFPs to come to McKinney; however, she was not able to accommodate their request due to lack of facilities for their needs in McKinney. Executive Bayes also stated that on a positive note our full/semi-full service hotels were consistently booked and the CVB was seeing an increase in hotel numbers in spite of the lack of product. Director Fogg stated the focus on lost business needed to be highlighted at every city council update. No further action.

**Committee Reports**

**12-006**

*Development* –Director Tate updated board members on the search for a new location for the CVB and stated that the best location for the CVB would be somewhere in the Historic Downtown area. No further action needed.

*Finance* – Jason Cooley of City Finance Department reviewed the financials of the CVB with board members. No further action needed.

**Consider/Discuss/Act – Director’s Report on Existing Projects, Initiatives and Events**

**12-007**

Executive Director Bayes advised board members that the DFWATC Marketplace will take place in Grapevine on March 19 and staff members Beth Shumate and Vanesa Baggett would be attending. Bayes also advised board members that McKinney’s Grand Hotel would be host to the April 2012 TACVB Board retreat. No further action needed.

**Citizens Comments**

**12-008**

Director McEntire stated he attended the MCDC board meeting and would have the notes sent to each board member via e-mail and also thanked MCDC for the financial assistance that they have awarded to our attractions. There were no citizen comments.

**ADJOURN**

Director Bado thanked MEDC/MCDC once again for the use of their conference room and the MCVB board for their time and input. There being no further business, Director Bado adjourned the meeting at 9:06 am.

---

Angie Bado

Date

Board Chair

**The next scheduled MCVB Board meeting will be held: March 27, 2012 at 7:30 a.m. at the MCVB office conference room.**