

*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**

**August 22, 2011**

The MCVB Board met for a Regular Meeting at the Flour Mill on August 22, 2011. Present were: Directors Ian Dockrill, John Rattan, Trae Gardner, Colleen Via- Friend, Michael McEntire, Erica Tate, George Lodge and Doc Vranici. Guests were Judy Florence and Dr. Greg Church representing Myers Park and Sarah Halterman of the Flour Mill/Sweet Art Bakery. Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, Tourism Sales Manager Dee-Dee Villanueva and Communications Manager Beth Shumate. Absent was Director Angie Bado.

**Call to Order**

Director Dockrill called the meeting to order at 3:06PM and welcomed guests Judy Florence & Dr. Greg Church of Myers Park and Sarah Halterman of the Flour Mill/Sweet Art Bakery. Director Dockrill also thanked the Flour Mill for the use of their venue.

**Approval of Minutes of the July 25, 2011, Regular Board Meeting** **11-044**

Director Dockrill asked for a motion to approve the minutes from the July 25, 2011 MCVB Board meeting. Director Lodge made the motion to approve the minutes as written with a second made by Director McEntire; the minutes were approved unanimously. No further action needed.

**Presentation – Myers Park Update – Judy Florence & Dr. Greg Church** **11-045**

Director Dockrill welcomed guests and turned the floor over for a presentation from Myers Park. No further action needed.

**Committee Reports** **11-046**

*Marketing Committee* – Director Gardner stated the marketing team had met and discussed the role of the CVB in marketing. Gardner stated the marketing committee decided to put the committee on hiatus until further notice and asked for the board’s input. Director Dockrill discussed the initial purpose of the marketing committee and asked for direction from the CVB staff on the need for the marketing committee. The board decided to utilize the marketing committee on an Ad Hoc basis and for the new CVB board to have a communications liaison with the CVB staff. No further action needed.

*Development* – Director Tate stated the development committee met to define the role of the development committee and stated their main focus is the community inventory project. No further action needed.

*Finance* –Director Via-Friend stated the finance committee did not meet and deferred to the finance handout, asking board members to review the report. Executive Director Bayes stated that City Manager Jason Gray presented the 2011-2012 MCVB budget to council members. Bayes also stated that during that council session, councilmen Ricchi was very supportive of the CVB stating that the CVB does a great job at marketing McKinney outside of the city limits. No further action needed.

*Boards/Commissions Liaison Reports* - Director Lodge, Main Street liaison, handed out notes from the Main Street board meeting. Director Rattan, MEDC liaison, advised board members that Parker College, which now has a nursing division, has a “University” designation and is considering Frisco, Carrollton, or McKinney’s Craig Ranch for relocation. Rattan stated the new facility would be approximately 500,000 square feet and could potentially bring in over 10,000 hotel room nights per year. Director Rattan also advised board members that

Allen based company Biscotti is considering moving their headquarters to McKinney. There were no other liaison reports. No further action required.

**Consider/Discuss/Act – Community Inventory Update** **11-047**

Executive Director Bayes asked board members to complete and return the community inventory assessment as well as their nominee list for the Leadership Community Inventory Committee. Bayes requested that board members turn in their recommendations no later than Friday, August 26, 2011. No further action needed.

**Presentation – Flour Mill Update – Sarah Halterman** **11-048**

Director Dockrill welcomed guest Sarah Halterman of Sweet Art Bakery & events manager of the Flour Mill and turned the floor over for a presentation. No further action needed.

**Consider/Discuss/Act – Update of Special Projects/Events** **11-049**

Executive Director Bayes advised board members the MCVB won several awards at the TACVB conference that she and staff member Villanueva recently attended. Bayes also stated the CVB is considering creating a QR code promotion that will host a self-guided walking tour in the historic district and the parks trail system. Executive Director Bayes will be interviewed by MPG magazine regarding the technology efforts the MCVB has put forth in their marketing efforts. Director Dockrill thanked and congratulated Executive Director Bayes and staff for being on the cutting edge of technology. No further action required.

**Consider/Discuss/Act – Director’s Report** **11-050**

Executive Director Bayes referred to the director’s report handout and highlighted key projects and travel that will be taking place over the next few months. Executive Director Bayes advised board members that the McKinney app has been downloaded 1,700 times in 11 weeks. Bayes also advised board members that staff member Shumate has created a blog regarding McKinney and that there has been good response as a result of that blog. No further action required.

**Citizens Comments** **11-051**

There were no citizen’s comments.

**ADJOURN**

There being no further business, Director Dockrill thanked the Flour Mill again for use of their facility and moved for a motion to adjourn. Director Vranici made the motion and Director Rattan seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 4:34 p.m.

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Trae Gardner Date  
Board Vice-Chair

**The next scheduled MCVB Board meeting will be held: October 24, 2011 at 3 p.m. at The MCVB office conference room.**