

VISIT MCKINNEY BOARD

REGULAR MEETING

NOVEMBER 24, 2020

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee St., McKinney, Texas 75069 on November 24, 2020, at 8 a.m.

Some Board and staff members participated in this meeting from one or more remote locations via Zoom Teleconference in an effort to contain the spread of COVID-19.

Board members present in person: Jon Dell'Antonia, Michelle Gamble, Jim Bressler, Connie Gibson, and Sally Huggins, who joined the meeting at 8:12 a.m.

Board members present via Zoom: Vincent Vittatoe and Bryan Perkins

Alternate Members Present in person (non-voting): Tamra Gaines

Absent: None

Staff Present in person: Executive Director Dee-dee Guerra, Administrative Assistant Sabine Smith, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, and City Council Liaison Richard Franklin

Staff Present via Zoom: Communications Manager Beth Shumate, Sales Manager Marie Woodard

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:01 a.m. upon determining a quorum was present, greeted everybody in the room and on the Zoom call by name, and noted that nobody from the public was in attendance so there were no citizen comments.

CONSENT ITEMS

20-1033 Minutes of the Visit McKinney Board Meeting of October 27, 2020

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 October 27, 2020, to City Council.

REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

20-1034 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney
Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Council Liaison Richard Franklin gave an update and answered questions regarding the Byron Nelson, the status of the resort hotel, and the District 1 representative appointment process.

MEDC – No representatives from MEDC were present. Board Chair Connie Gibson asked Board members to refer to the respective attached report.

MCDC – No representatives from MCDC were present. Board Chair Connie Gibson asked Board members to refer to the respective attached report.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal gave an overview of the modified holiday activities scheduled in the downtown area for the public to enjoy in a safe and socially distanced manner. Rosenthal answered questions regarding downtown kiosk-type/marquee signage, advertisement of events in print and on social media, and the relationship between Main Street and SBG Hospitality.

McKinney Finance Committee – Board member Jim Bressler went through the operating statement, discussed the most recent STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), and compared the numbers with the surrounding cities. Bressler noted McKinney's rate integrity, the performance of the Sheraton, the Hampton Inn, and the Days Inn in September, some of which is attributed to the hurricane evacuations. Bressler praised Executive Director Dee-dee Guerra and her team for the continued successes with weddings and amateur sports in the past months and for securing future sports bookings into the next year. A discussion followed regarding the opening of the new hotels and the effect it has on bookings for other McKinney Hotels.

20-1035 Executive Director's Report

Executive Director Dee-dee Guerra referred to her attached report, highlighted recent advertising campaigns, and explained that Visit McKinney is still receiving free media coverage from The Daytripper. Guerra praised Communications Manager Beth Shumate's efforts on social media and pointed out that visitors and potential residents keep mentioning that they are being drawn to McKinney due to Visit McKinney's social media postings. Guerra updated on the building progress of the two new hotels, their delayed openings, the hiring of the architect firm Lake | Flato Architects in partnership with Parkhill, Smith & Cooper for the new City Hall Project, and encouraged everybody to buy local this holiday season. Board member Jim Bressler asked for an update from Sales Manager Marie Woodard regarding the Texas associations and corporate markets and the outlook for 2021. Woodard explained the uptick in RFPs dated 2022/2023 as well as quick RFP turnaround. Bressler emphasized the importance of continuing to track lost business. A discussion followed about the lack of opportunity to be able to rent McKinney ISD facilities due to availability and high rates.

REGULAR AGENDA

20-1036 Consider/Discuss/Act on the Grant Application from Ovation Academy of Performing Arts in the Amount of \$15,000 for the Advertisement and Promotion of the Parents of Performers Convention (POP-CON)

After a brief recap by Marketing Committee Chair Michelle Gamble and discussion, Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Sally Huggins, to accept the Marketing Committees recommendation to not fund the grant application from Ovation Academy of Performing Arts in the amount of \$15,000 for the advertisement and promotion of the Parents of Performers Convention (POP-CON). Approval amount \$0.

20-1037 Consider/Discuss/Act on the Grant Application from Odysseus Chamber Orchestra in the Amount of \$8,000 for the Advertisement and Promotion of the 2020-2021 Concert Season

After a brief recap by Marketing Committee Chair Michelle Gamble and discussion, Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve with amendments the grant application from Odysseus Chamber Orchestra in the amount of \$8,000 for the advertisement and promotion of the 2020-2021 Concert Season. Approval amount: \$2,000.

20-1038 Consider/Discuss/Act on the Grant Application from SBG Hospitality in the Amount of \$8,000 for the Advertisement and Promotion of the McKinney Sip + Stroll Series 2021 (5 to 7 Events)

After a brief recap by Marketing Committee Chair Michelle Gamble and discussion, Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Jon Dell'Antonia, to approve the grant application from SBG Hospitality in the amount of \$8,000 for the advertisement and promotion of the McKinney Sip + Stroll Series 2021 (5 to 7 events). Approval amount: \$8,000.

20-1039 Consider/Discuss/Act on the Grant Application from CW Designs in the Amount of \$14,335 for the Advertisement and Promotion of Home for the Virtual Holidays

After a brief recap by Marketing Committee Chair Michelle Gamble and Communications Manager Beth Shumate a discussion followed and Board members approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve with amendments the grant application from CW Designs in the amount of \$14,335 for the advertisement and promotion of Home for the Virtual Holidays. Approval amount: \$5,000, with the stipulation that CW Designs grants ownership of the content, specifically the hotel and venue videos, to Visit McKinney. The Board voted 5 - 2 - 0, with Jon Dell'Antonia, Michelle Gamble, Jim Bressler, Connie Gibson, and Vincent Vittatoe voting yes, and Sally Huggins and Bryan Perkins voting no. Perkins clarified that he was not opposed to the amount of \$5,000 but to the added stipulation.

Marketing Committee Chair Michelle Gamble gave an update about the proposed new branding that Simpleview created. All Board members were able to give feedback

and there will be a more comprehensive presentation from Simpleview at the January Board meeting.

CITIZEN COMMENTS

There were no citizens comments.

BOARD OR COMMISSIONER COMMENTS

Board Chair Connie Gibson moved the holiday party to Spring 2021.

ADJOURN

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to adjourn the meeting at 9:13 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:_____.

CONNIE GIBSON
Board Chair

JIM BRESSLER
Secretary / Treasurer