

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**NOVEMBER 26, 2019**

The Visit McKinney Board met in regular session at the Visit McKinney Conference Room, 200 W. Virginia Street, McKinney, Texas on November 26, 2019 at 8 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Jim Bressler, Connie Gibson, Bryan Perkins.

Absent: Sally Huggins

Alternate Member Present: Tamra Gaines filled in for Sally Huggins in a voting capacity.

Staff Present: Executive Director Dee-dee Guerra, Sales Manager Vanesa Rhodes, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, City Secretary Empress Drane, and City Council Liaison Rick Franklin.

#### **CALL TO ORDER**

Board Chairman Perkins called the meeting to order at 8:02 a.m. upon determining a quorum was present.

Perkins greeted everybody and welcomed City Secretary Empress Drane, Council Liaison Rick Franklin, and City Manager Paul Grimes.

#### **CONSENT ITEMS**

**19-0985** Minutes of the Visit McKinney Board Meeting of October 29, 2019

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 29, 2019 to City Council.

REPORTS

**19-0986** Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street/MPAC, Visit McKinney Finance Committee, Visit McKinney Marketing Committee

Board Chairman Perkins called for Board and Liaison updates.

City of McKinney – City Manager Paul Grimes made everybody aware that a petition for the recall of City Council member La’Shadion Shemwell has been issued. If enough signatures are collected, that could trigger a recall election in May of 2020 in District 1. City Secretary Empress Drane clarified that any resident of McKinney who is registered to vote can sign the petition and, should a recall election occur, any resident of McKinney, who is registered to vote, can elect to recall, but only registered voters of District 1 can vote to replace. Grimes gave a detailed report of the City’s closing on a future public works facility building, highlighted Friday night’s tree lighting ceremony at the upcoming Home for the Holidays Event, praised the two neon signs that have recently been installed in the downtown area, and gave a preview of the newly hired Assistant City Manager, Kim Flom, who will start January 2, 2020. Grimes gave an update on the financial status of the resort hotel, the land acquisition for the new city building, and gave ideas of what could happen to existing city buildings after the new complex is built.

MEDC – No representatives from MEDC were present. Report was attached to the agenda.

MCDC – No representatives from MCDC were present. Report was attached to the agenda.

McKinney Main Street / MPAC – Executive Director Guerra relayed McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal’s regrets of not being able to attend this board meeting due to the upcoming Home for the Holidays event. Guerra gave details from Rosenthal about the dates, times and performances of the event.

Dell'Antonia added details about the train exhibit at Gather during the event.

Visit McKinney Finance Committee – Board member Bressler highlighted that Fiscal Year 18/19 was closed out under budget and thanked Executive Director Guerra for sending documentation about the differences; Fiscal year 19/20 is currently under budget but since only one month is reporting, it will even out as more months are added to the report. Bressler reported a positive month on the revenue side, and pointed out, while October shows improvement over prior year's October numbers, that month continues to struggle. Bressler added the average rate was down one point, more inventory was added, and despite the slow growth in occupancy and a slight rate deterioration, more revenue was brought in overall.

Visit McKinney Marketing Committee – Board Member Gamble recapped the two grant applications and summarized that the committee recommends to award \$1,700 to McKinney Philharmonic Orchestra and \$11,595 to Ovation Academy for a total of \$13,295 in grant awards this cycle. This leaves \$1,705 to be carried over into the spring cycle, which usually has more grant applicants for upcoming summer and fall events. Gamble highlighted that the guidelines stipulate a link back to the Visit McKinney website and a report on how the money was spent.

At this time, Board Chairman Perkins called for the vote on the two grant agenda items.

**19-0989** Consider/Discuss/Act on the Grant Application Submitted by the Odysseus Chamber Orchestra dba McKinney Philharmonic Orchestra in the Amount of \$1,700 for the Advertisement and Promotion of Orchestra Events

Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Tamra Gaines, to approve the grant application submitted by the Odysseus Chamber Orchestra dba

McKinney Philharmonic Orchestra in the Amount of \$1,700 for the advertisement and promotion of Orchestra Events.

**19-0990** Consider/Discuss/Act on the Grant Application Submitted by Ovation Academy in the Amount of \$15,000 for the advertisement and promotion of Chaplin the Musical

Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Vincent Vittatoe, to approve with amendments to the grant application submitted by Ovation Academy in the Amount of \$15,000 for the advertisement and promotion of Chaplin the Musical. The amended approval amount was \$11,595.

**19-0987** Executive Director's Report

Executive Director Guerra reported on the progress of the NCAA D2 Championship Game, the Fan Fest the night before and the new sports event coming to McKinney next summer: Drum Corps International (DCI). Guerra highlighted that Visit McKinney, in conjunction with The Guitar Sanctuary and Maylee Thomas, is working on the Texas Music Friendly Designation. Guerra passed around print advertisements that were published, discussed furthering the cooperation between the Sheraton and Collin College, and bidding on upcoming RFPs with TACVB.

#### REGULAR AGENDA

**19-0988** Consider/Discuss/Act on Tourism Partner of the Year Chamber Award Recipient

Board Chairman Perkins reviewed the criteria needing to be fulfilled in order to qualify for the award, past years recipients, and this year's staff suggestions. After discussing this year's candidates, the Board casted written votes, selecting TUPPS Brewery as the recipient. The vote was 5-2 in favor of TUPPS Brewery.

#### CITIZEN COMMENTS

Board Chairman Perkins called for Citizens Comments. There were none.

BOARD OR COMMISSIONER COMMENTS

Board Chairman Perkins called for Board or Commissioner Comments. Board member Connie Gibson suggested a Christmas dinner and asked for interest in an official statement in support of Law Enforcement. After discussion, it was decided that Executive Director Guerra will work with the City Communication's Department to come up with a positive, apolitical statement, citing that McKinney is a welcoming city. This statement will be reviewed by the board members and possibly put up for a motion at an upcoming meeting.

ADJOURN

Board members unanimously approved the motion by Board Chairman Perkins, seconded by Board member Jim Bressler, to adjourn.

Board Chairman Perkins adjourned the meeting at 9:11 a.m.

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BRYAN PERKINS  
Chair