

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

SEPTEMBER 25, 2012

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 1575 Heritage Drive, Suite 100, McKinney, Texas on September 25, 2012 at 7:30 a.m.

Board members present: Linda Fogg, Trae Gardner, Tim Baker, Angie Bado, Michael McEntire, and Shqiprim "Doc" Vranici. Staff: Interim Executive Director, Dee Dee Guerra; Communications Manager, Beth Shumate; and Tourism Services Representative, Vanesa Baggett

Absent: George Lodge, Colleen Via-Friend, and Erica Carver.

Guests were: CoCo Good, Director City Communications; Rodney Rhoades, Director City Finance; George Fuller, MCDC liaison.

CONSENT ITEMS

12-799 Minutes of the McKinney Convention & Visitors Bureau Meeting of September 8, 2012. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Michael McEntire to table to another meeting the approval of minutes from the September 8, 2012 MCVB board meeting. No further action required.

12-800 Minutes of the McKinney Convention & Visitors Bureau Meeting of September 18, 2012. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Michael McEntire, to table to another meeting the approval of minutes from the September 18, 2012 MCVB board meeting. No further action required.

REPORTS

12-801 Committee Reports Finance Marketing & PR Development
Finance Committee - Rodney Rhoades, Director of City Finance, updated board members on the status of MCVB finances. Rhoades stated that the

MCVB was tracking on target with the budget and opened the floor for questions. There were no questions. Board Chair Bado advised board members that city council did approve the MCVB budget for FY 12/13 highlighting that it was a balanced budget that was submitted. Board member McEntire commended both board and staff for balancing the budget. No further action required.

Marketing & PR Committee - Board member Gardner stated the Marketing & PR committee did not meet this month.

Development Committee - Interim Executive Director Guerra asked George Fuller to update board members on the status of the building shell and finish out for the new MCVB location. Mr. Fuller stated that the hope is to have the finish out permit by next week and from that point it would be roughly a 90 day process for completion.

12-802 Directors Report

Interim Executive Director Guerra asked board members to refer to the handout provided and opened the floor for questions. There were none. Guerra also reviewed both lost and increased business that the MCVB has had year over year. Board member Baker stated that it was important for the MCVB to keep track of what groups & businesses have visited McKinney previously and identify who the MCVB should focus on moving forward. Board member Gardner suggested that we ask the groups to complete a survey to help identify what they liked or disliked about their visit to McKinney. Interim Executive Director Guerra stated that the biggest challenge the MCVB faces at this time is currently McKinney does not have a full service hotel to offer potential groups, associations, and businesses and until that product is offered, the MCVB would continue to lose that business to either Allen or Frisco. No further action required.

12-803 Liaison Reports

MCDC liaison George Fuller advised board members which promotional

and community event grants were approved at the last MCDC board meeting. Fuller also stated that MCDC would be voting on the public hearing applications that were heard in the August meeting at the next MCDC board meeting. Main Street liaison board member Fogg advised MCVB board members that Oktoberfest was the main topic of discussion at the last main street meeting and stated more volunteers are needed. Fogg reminded board members that Oktoberfest would be taking place Friday & Saturday, September 28th and 29th.

REGULAR AGENDA

- 12-804** Consider/Discuss/Act - Extension of Lease with Jersey Investments (at current location) & Additional Lease Funds. Board members unanimously approved the motion by Board member Tim Baker, seconded by Board member Linda Fogg, to extend the MCVB lease at the current location on a month to month basis with property management Jersey Investments. No further action required.
- 12-805** Consider/Discuss/Act on Bylaws Board Meeting Attendance Policy. Board Chair Bado addressed attendance with board members and referred to the MCVB bylaw attendance policy. Board members discussed having a bylaw committee developed in the future. Board Chair Bado stated that moving forward she would take the steps necessary to advise a board member if they were in danger of forfeiting their seat on the MCVB board due to unexcused absences or too many absences in a fiscal year. No further action required.
- 12-806** Consider/Discuss/Act on Promotional/Marketing Concepts for MCVB. Board members unanimously approved the motion by Board member Tim Baker, seconded by Board member Shqiprim "Doc" Vranici, to table to another meeting the funding to bring Agredano Film company to McKinney to film a promotional video for the MCVB. No further action.

CITIZEN COMMENTS

Board Chair Bado called for Citizen Comments. Board member Baker, as

a citizen, wanted to state for the record how pleased he was to see that the MCVB is working well with the city and that everyone was starting to come together.

At 8:40 a.m. Board Chair Bado called for a motion to adjourn the meeting. Board members unanimously approved the motion by Board member Baker, seconded by board member Vranici to adjourn.

ANGIE BADO
MCVB Board Chair

