

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

AUGUST 27, 2013

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street, McKinney, Texas on August 27, 2013 at 7:30 a.m.

Board Chair Bado called the McKinney Convention and Visitors Bureau meeting to order at 7:30 a.m.

Board members present: George Lodge, Trae Gardner, Angie Bado, Michael McEntire, Shqiprim "Doc" Vranici, Erica Carver, Steve Conlin

Absent: Linda Fogg and Sharon Dill.

Staff: Executive Director, Deedee Guerra; Communications Manager, Beth Shumate; and Staff Assistant Sue Davis.

Guests: Councilman Randy Pogue, Assistant to City Manager Darrek Ferrell, City Finance Director Rodney Rhoades, and City Communications Director Coco Good.

13-876 Minutes of the McKinney Convention & Visitors Bureau Meeting of July 23, 2013. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Steve Conlin, to approve the Minutes of the McKinney Convention & Visitors Bureau Board Meeting of July 23, 2013.

13-877 Minutes of the McKinney Convention & Visitors Bureau Special Meeting of July 30, 2013. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Steve Conlin, to approve the Minutes of the McKinney Convention & Visitors Bureau Special Meeting of July 30, 2013.

13-878 Consider/Discuss/Act on the Proposed FY 2013-2014 MCVB Budget. Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Steve Conlin, to approve the FY 2013-2014 MCVB Budget.

REPORTS

13-879 Committee Reports: Finance, Marketing & PR, Development.

Finance: Board member McEntire stated that the Hotel Tax receipts were up \$200,000 from May 2013 to June 2013 and that the city had reached one million dollars in Hotel/Tax receipts thanking the MCVB staff for their efforts in helping to reach this milestone. McEntire stated the budget was tracking on target, highlighting that the MCVB budget is currently \$12,000 under budget. Board Chair Bado stated the reason for being under budget was due to staff and the finance & marketing committees conservatively preserving funds in order to advertise/promote the Gateway project. Board member Conlin asked City Finance Director for an update on the La Quinta in regards to their bankruptcy and when they will begin paying their hotel taxes to the city. Rhoades stated that several attempts have been made to speak with the owner and currently they haven't been able to speak, stating the owner has made it clear that he will only speak to City Finance director Rodney Rhoades. Board member McEntire stated that he had heard that the owner of La Quinta was trying to build another hotel property in McKinney and asked for information regarding that rumor. Rhoades stated he too had heard the rumor; however he did not believe that the owner had submitted any plans to development services.

Marketing: Board member Gardner reviewed the marketing report highlighting the various publications that will be renewed.

Development: Board member Vranici advised board members that the Made In McKinney store owner Windy Gallagher was working on the online store and planned to have it up in running within the next week. Vranici also highlighted that staff had assisted with the Mickey Mantle World Series by providing welcome bags for out of town guests as well as sponsoring a table at the opening team dinner. Executive Director Guerra advised board members that the development team extended the

contract with the Made In McKinney store owner Windy Gallagher for six additional months.

13-880 Liaison Reports. City Manager's Office, Main Street/MPAC, McKinney Chamber of Commerce, and MCDC. Councilman Pogue stated October 15, 2013 was the deadline for construction to begin on the hotel/convention center with the end date of February 2015. City Communications Director Good stated that there was nothing to report from the City Managers office; however she spoke on behalf of Main Street Director Ty Lake, stating that they were still asking for volunteers for the upcoming Oktoberfest festivities September 27-28, 2013. Board Chair Bado advised board members that she had attended the Main Street board meeting. Bado reported that she advised downtown business owners to utilize the MCVB office/staff to assist them with potential tour groups and to work together with them. There was no representation from the Chamber or MCDC to report.

13-881 Chair Report. Board Chair Bado congratulated Executive Director Guerra on her new appointment as Executive Director of the MCVB. Bado advised board members they would need to hold a special meeting to discuss a salary adjustment for Guerra, stating the meeting would be September 5, 2013 at 3:00 p.m.

13-882 Director's Report. Executive Director Guerra advised board members that staff is continuing to work with the Commemorative Air Force organization for their upcoming event that will take place at the Collin County Regional Airport October 3-6, 2013. Guerra stated that staff member Vanesa Baggett participated in a photo shoot for TAPs. Guerra highlighted hotel room night assists and welcome bag distribution to out of town guests. Guerra also reported the migration to City of McKinney IT is underway, stating that the computers are completed and the phone lines should be completed by the end of September. Other highlights provided to board members were the number of visitors that visited the

MCVB visitors center during the month of July, as well as the continued success and growth that the Made in McKinney gift store is experiencing. Guerra advised board members that the September board meeting date would need to be adjusted to Wednesday, September 25, 2013 due to her attending the TSAE conference earlier that week.

Board or commissioner comments. Town Square Buzz owner Angie Bado advised that on October 20, 2013 from 3-11 p.m. there will be an underground art movement that will include a film fest, music & art at Lake Forest Farms, just north of Baylor Hospital. Board member Tate asked for an update or any knowledge of progress at Adriatica. There was some discussion on items that are under construction. Randy Rogue stated that the Adriatica site plan did include a hotel in the harbor area. Councilman Pogue advised board and staff members of the newly appointed board members to the MCVB board. George Lodge gave an update on the CAF event taking place this October.

There were no citizen's comments.

Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Steve Conlin, to adjourn. The meeting was adjourned at 8:18 a.m.

ANGIE BADO
Chair