

## **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

### **Finance Committee Meeting**

**February 20, 2015**

The McKinney Convention & Visitors Bureau HR committee met for a meeting on February 20, 2015 at 200 W. Virginia Street, McKinney Texas.

In attendance were Board members: Susan Brusa & Wayne Hill

Staff: Executive Director Dee-dee Guerra.

The meeting was called to order at 8:00 am

The Committee looked over the following items:

1. December & January Financials (prepared by McKinney Finance Dept.)- A few items were discussed due to the higher allocated dollars items in comparison to the Budget. Director Guerra clarified that on Travel and training. Staff is attending more Sales training this year because it was offered from the Texas Association of Convention & Visitors Bureau their Mid-Winter Conference. The Advertising line item is lower because the Marketing and Development Committee is looking to revamping our visitors guides, discussing an SEO project, we have only paid for a quarter of the Target Market Study to Turco & Associates, and we are also looking into doing a CO-OP with the Dallas Forth Worth Tourism Council that includes (media, digital, & radio (Pandora) advertising that was considered by the previous Marketing Committee.
2. McKinney Hotel receipts Comparison- No discussion
3. MIM Store revenue- No discussion.
4. Monthly Taxable Hotel Receipts (Comptroller Website)-No discussion.
5. STR Report for December & January. –Director Brusa asked a few questions on the Multi-Segment Report. She needed clarification on a few of the terms used in the report. No further discussion.

The MCVB Marketing Committee meeting was adjourned at 8:40 am

Carrie Alfieri  
MCVB Finance Committee Chair