

VISIT MCKINNEY BOARD

REGULAR MEETING

FEBRUARY 23, 2021

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, February 23, 2021, at 8:00 a.m.

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

Board members present in person: Jon Dell'Antonia, Michelle Gamble, Connie Gibson, Sally Huggins

Board members present via Zoom: Vincent Vittatoe

Absent: Jim Bressler, Bryan Perkins

Alternate member present via Zoom: Tamra Gaines filled in for Jim Bressler in a voting capacity

Staff present in person: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City of McKinney Strategic Services Manager Trevor Minyard, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, City Council Liaison Richard Franklin, and City Council Liaison Charlie Philips

Staff present via Zoom: Sales Manager Marie Woodard, MCDC Board Liaison Rick Glew

Guests present in person: Dennis Williams (Kiwanis Club of McKinney), Jayme Pedigo (Heritage Guild of Collin County), and Michael Clay and Jon Christopher Davis (Texas Music Project)

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:04 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

21-0179 Minutes of the Visit McKinney Board Meeting of January 26, 2021

Board members unanimously approved the motion by Board member Michelle Gamble, seconded by Board member Jon Dell'Antonia, to approve and refer the minutes of the Visit McKinney Board Meeting of January 26, 2021, to City Council.

REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

21-0180 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC

City of McKinney – Strategic Services Manager Trevor Minyard filled in for City Manager Paul Grimes and gave an update on the severe weather event from the previous week, the extraordinary effort City staff put in during that time, and the services the City was able to provide to the Citizens. Minyard mentioned the Joint Meeting Session with the MISD School Board from the previous night, praised how well the different entities in the City are working together, and highlighted the achievements of the Vaccine Hub. Minyard referred to the City Council Liaisons for a report from that Joint Meeting Session. Both City Council Liaisons Charlie Philips and Richard Franklin also praised the relationship the City has with the MISD School Board. Minyard reported that Byron Nelson has sent their attendee capacity request and he thanked Executive Director Dee-dee Guerra and her team with all their help regarding hotel and accommodations needed during the crisis event response from the Emergency Management Office. Board member Michelle Gamble expressed her amazement regarding the efforts that Mayor George Fuller and City Manager Paul Grimes put in during the past week and listed some of the relief efforts both were personally involved in during this crisis event. Board Chair Connie Gibson seconded that sentiment and invited both City Council Liaisons to give further updates. Philips excused his absence from the last Visit McKinney Board meeting and detailed the discussions from the recent City Council Long Range Planning Meeting, where it was discussed whether Boards and Commissions are autonomous boards or whether they are under the City Council in

some way. Philips highlighted that both the City Council and the Boards and Commissions are working towards a common goal, that Boards and Commissions are making decisions for the betterment of the City so City Council doesn't have to be involved, yet there is a disconnect how the various bodies communicate and update each other. During City Council Work Sessions, for example, the time for the Board and Commission Updates Section is seldomly used and Philips asked the City Council to give better directions of what they expect from the Boards and Commissions and their liaisons. At the same time, Philips stated that he did review the Visit McKinney bylaws and they do state that the Board is autonomous and that they may use City Staff if they wish to do that and pay them for their time. The only government regulations that govern this Board are the HOT tax provisions and the tax code. Philips encouraged the Visit McKinney Board to continue to do what the Board has done in the past and provided his personal contact information for any further questions. Philips thanked the Finance Committee for doing a great job, the entire City Staff for their extra hours worked, making sure the Citizens are safe, and the Visit McKinney Board for their service. City Council Liaison Richard Franklin concurred with Philips and briefly talked about the Byron Nelson hospitality suites that are left to sell. Board Chair Connie Gibson expressed her appreciation for the support the City and the Council Liaisons have given this past month to Visit McKinney.

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

MCDC – MCDC Board Liaison Rick Glew gave an overview of the dollar amounts awarded for promotional grants at their last meeting, listed which project grant presentations were given, and mentioned that \$2.6 million were approved and referred to City Council for Hub Partners for their project at Highway 380 and Custer, and stated the deliberations for the McKinney Parks and Recreation APEX Centre expansion project. Active work has begun with the TUPPS Brewery Project - the site was toured and a meeting with the architect has happened. Glew mentioned that two retail development grants are expected to be presented at the next board meeting.

City of McKinney – City Council Liaison Charlie Philips circled back to the City updates and mentioned that Visit McKinney generates \$20 million in revenue per year

and stressed that those accomplishments definitely need to be communicated during the City Council Board and Commission Updates. He encouraged Visit McKinney Board and Staff to give him details like this to relay to the City Council.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal spoke about the reorganization of her team, congratulated Andrew Jones for the promotion into the newly created role of Downtown Development Manager, gave an overview of the hiring status of the vacant Special Events Coordinator position, mentioned upcoming events, and introduced a potential future project for McKinney with Australian artist Guido van Helten. Rosenthal answered questions about foot traffic data, sales tax numbers, and new businesses for the Downtown area.

21-0181 Executive Director's Report

Executive Director Dee-dee Guerra commended Mayor George Fuller and City Manager Paul Grimes for their efforts during the Winter Event and staff for their contributions at the Vaccine Hub. Guerra listed upcoming projects and events, amounts of received RFPs, and recent advertising/marketing updates. There are no Finance Committee updates this month, they will instead be presented at the March meeting, which is March 30, 2021 instead of the fourth Tuesday of the month. Guerra answered questions about the new hotels and how existing hotels fared during the winter storms and power outages.

REGULAR AGENDA

Board Chair Connie Gibson stated for the meeting record that the following items will be for discussion only, with no action taken by the Visit McKinney Board: Agenda Item Numbers 21-0182, 21-0183, and 21-0184.

- 21-0182** Consider/Discuss/Act on the Grant Application from Kiwanis Club of McKinney in the Amount of \$2,000 for the Advertisement and Promotion of the McKinney Kiwanis Triathlon

A presentation was given by Dennis Williams of Kiwanis Club of McKinney. Williams stood for questions.

- 21-0183** Consider/Discuss/Act on the Grant Application from Heritage Guild of Collin County in the Amount of \$1,500 for the Advertisement and Promotion of the Wedding Venue

A presentation was given by Jayme Pedigo of Heritage Guild of Collin County. Pedigo stood for questions.

- 21-0184** Consider/Discuss/Act on the Grant Application from Texas Music Project in the Amount of \$15,000 for the Advertisement and Promotion of the "Sound of Texas" Event

A presentation was given by Michael Clay and Jon Christopher Davis of Texas Music Project. Clay and Davis stood for questions.

Board Chair Connie Gibson pointed out that Agenda Item Numbers 21-0182, 21-0183, and 21-0184 will be voted on at the March Board Meeting and applicants are welcome to attend but are not required to do so.

- 21-0185** Consider/Discuss/Act on Tourism Partner of the Year 2020 Chamber Award Recipient

Executive Director Dee-dee Guerra and Communications Manager Beth Shumate reviewed the criteria needing to be fulfilled in order to qualify for the award, past years recipients, and this year's staff suggestions.

After discussions, Board members approved the motion by Board member Jon Dell'Antonia, seconded by Board member Vincent Vittatoe, to award McKinney ISD Athletic Department the Tourism Partner of the Year 2020 Chamber Award. The Board voted 5 - 1 - 0, with Jon Dell'Antonia, Tamra Gaines, Michelle Gamble, Sally Huggins and Vincent Vittatoe voting yes, and Connie Gibson voting no.

CITIZEN COMMENTS

There were no citizens comments.

BOARD OR COMMISSIONER COMMENTS

There were no Board or Commissioner comments.

ADJOURN

Board members unanimously approved the motion by Board member Michelle Gamble, seconded by Board member Jon Dell'Antonia, to adjourn the meeting at 9:11 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