

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Finance Committee Meeting

January 13, 2015

The McKinney Convention & Visitors Bureau HR committee met for a meeting on January 13, 2015 at 200 W. Virginia Street, McKinney Texas.

In attendance was Board member: Carrie Alfieri, Susan Brusa, & Wayne Hill

Staff: Executive Director Dee-dee Guerra.

The meeting was called to order at 8:37 am

The Committee looked over the following items:

1. November Financials (prepared by McKinney Finance Dept.)- Director Alfieri asked why the postage was so high this month and E.D. Guerra explained that we had no money in the Bulk Mail account and due to the high response in leads from the See Texas First ad that we Co-op with the City Communications our postage budget has doubled.
2. McKinney Hotel receipts Comparison- No discussion
3. MIM Store revenue- No discussion.
4. Monthly Taxable Hotel Receipts (Comptroller Website)-Director Brusa questioned the difference in Receipts and Taxable Receipts on the Value lace Inn, E.D. Guerra explained that this hotel is an extended stay. Once a guest has stayed over 30 days, we no longer receive Hot Tax from that guest.
5. STR Report for week of December 28th. –No discussion.

The MCVB Marketing Committee meeting was adjourned at 8:50 am

Carrie Alfieri
MCVB Finance Committee Chair