

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

OCTOBER 22, 2013

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia McKinney, Texas on October 22, 2013 at 7:30 a.m.

CALL TO ORDER

Executive Director Guerra called the MCVB board meeting to order at 7:33 a.m.

Board members present: Michael McEntire, Shqiprim "Doc" Vranici, Erica Carver, Steve Conlin, Sharon Dill, Carrie Alfieri, Leslie Warren, Sally Huggins, and Hal Harbor

Absent: None

Staff: Executive Director Dee-dee Guerra, Tourism Services

Representative Vanesa Baggett, and Part Time Staff Assistant Sue Davis.

Guests: Councilman Randy Pogue.

- 13-1114** Oath of Office. City Secretary Sandy Hart administered oaths of office to new and renewing board members. Board members sworn in were: Sharon Dill, Carrie Alfieri, Leslie Warren, Sally Huggins, and Hal Harbor.
- 13-1115** Election of MCVB Board Officers for FY 2013-2014. Executive Director Guerra asked for a nomination for the Board Chair role. Board members unanimously approved the motion made by Board member Steve Conlin, seconded by Board member Leslie Warren to nominate Michael McEntire as the MCVB Board Chair. Board members unanimously approved the

motion made by Board member Leslie Warren, seconded by Board member Steve Conlin to nominate Shqiprim "Doc" Vranici as Vice Chair of the MCVB board. Board members unanimously approved the motion made by Shqiprim "Doc" Vranici, seconded by Board member Michael McEntire to nominate Board member Steve Conlin as Secretary/Chair of the MCVB Board.

13-1116 Election of MCVB Sub Committee Members: Development Committee; Finance Committee; and Marketing/PR Committee. Board Members volunteered to serve on the following committees: Finance Committee: Chair- Steve Conlin, Carrie Alfieri, and Sally Huggins. Development Committee: Chair-Doc Vranici, Erica Carver, and Leslie Warren. Marketing/PR Committee: Chair-Sharon Dill, Hal Harbor, and Carrie Alfieri.

13-1117 Minutes of the McKinney Convention and Visitors Bureau Board meeting of September 25, 2013. Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Shqiprim "Doc" Vranici, to Approve and Refer Minutes of the McKinney Convention and Visitors Bureau Board meeting of September 25, 2013.

REPORTS

13-1118 September 2013 Financial Report. Board Chair McEntire updated board members on the hotel receipts stating that the August numbers are up 19% year-over-year and that the Holiday Inn and Suites continues to be

our biggest revenue generator. McEntire reported that staff was being frugal with spending Advertising & Promotional dollars this year due to the outcome of Gateway/Sheraton Hotel & Conference Center and the need to promote the conference center when it opens.

13-1119 Director's Report. Executive Director Guerra highlighted staff accomplishments during the month of September including distribution of welcome bags, top cities & states requesting information of McKinney, and advertising efforts that will take place during the fall/winter season. Guerra also advised board members that the CVB completed the acquisitions and installation of two TV monitors, speakers, and new board room furniture. Guerra advised that the old board room furniture is being donated to Meals on Wheels. In addition, Executive Director Guerra reported on the status of the Sheraton Hotel & Conference Center as well as the approval of the PSA Multisport Facility that will be built in McKinney.

13-1120 Liaison Reports City of McKinney, McKinney Chamber of Commerce, and MPAC/Main Street. Executive Director Guerra reported on behalf of Main Street/MPAC stating that Oktoberfest brought in approximately 30 thousand visitors to the downtown area and the festival cleared \$68 thousand dollars. Guerra also reported that the Wish 100 Bike Race had over 600 in attendance. Guerra advised board members of upcoming events over the next few months that will take place in Historic Downtown

McKinney. Executive Director Guerra also reported on behalf of the Chamber of Commerce, stating that board member Doc Vranici was recognized at the Governors Small Business Forum as well as reminded them about the State of the Community event taking place on November 7, 2013 at Christ Fellowship Church.

REGULAR AGENDA

- 13-1121** Consider/Discuss/Act on New Meeting Time and Date for MCVB Board Meetings. Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Steve Conlin, to continue holding the MCVB board meeting on the fourth Tuesday of the month at 7:30 a.m.
- 13-1122** Consider/Discuss/Act on Date for November/December 2013 MCVB Board Meeting. Board members unanimously approved the motion by Board member Sharon Dill, seconded by Board member Carrie Alfieri, to combine the November/December 2013 MCVB meeting to be held on Tuesday December 10, 2013 at 7:30 a.m.

There were no Citizens Comments.

Councilman Randy Pogue advised board members that the new Hotel & Conference center will be a Sheraton with 186 rooms and approximately 20,000 sqft of meeting space.

Board members unanimously approved the motion by Board member Shqiprim "Doc" Vranici, seconded by Board member Sally Huggins, to Adjourn. The meeting was adjourned at 8:12 a.m.

Michael McEntire
Chair