

Talking Points March 2016 for February 2016

- MCVB Updates:
 - Attended TTIA Unity Dinner
 - Legislative Briefing:
 - Preserve full funding for state tourism promotion (Office of the Governor, Economic Development and Tourism)
 - Maintain school start date law (4th Monday in August)
 - Ensure dedicated funds are used for their intended purposes
 - Prevent unfair taxes and unreasonable regulations on the Texas travel industry
 - Protect the Event Trust Funds
 - Preserve state funding for beneficial travel and tourism programs at Texas Parks & Wildlife Department (TPWD), Texas Historical Commission (THC), Texas Department of Transportation (TxDOT) and Texas Commission on the Arts (TCA)
 - Support comprehensive transportation infrastructure planning and support (Move Texas Forward coalition)
 - Support reasonable public policies for water infrastructure and water/drought planning
 - Travel Spending in McKinney: Breakdown (Spending, Earnings, Employment, Local & State Tax Receipts):
 - <http://www.deanrunyan.com/TXTravelImpacts/TXTravelImpacts.html>
 - Go to selected Cities
 - Select City- McKinney
 - Hit Access Data upper right
 - Feb 23-26, 2016: Dee-dee was assisted by Robin Rankin (Sheraton) on sales calls in Austin, TX:
 - 7 very promising calls we will be following up on:
 - Texas Trucking Association/Texas Motor Association-Lance Schillinburg-Call for Nov.2017 bid, \$132.00 rate/Wed. - Fri., Sections A&B Breakfast & lunch @Sheraton.
 - Texas Association of School Personnel-Jennifer Garrido-Cold Call- Good lead has 2016 dates for 50 attendees, Tue/Wed-\$139 rate. Call for a site visit
 - National Alliance for Insurance & Education Research-Ricardo Bosque- Great lead- call for a Site Visit. 650 Meetings per yr. Mon-Wed, Possible use of Collin

- College Higher Ed. for classes and use Sheraton for hotel room nights.
 - Texas Veterinary Medicine Association- Ellen Fortshythe- Talked about using Collin College Higher Ed. for a Sat. class and using Sheraton Hotel for overnights.
 - Texas Association of Freestanding Emergency Rooms- Lisa (Pearson) Keltner-sent information on Mitas Hill, Tupps & Ricks), Steak 101 Class One day Saturday meeting-50 room block.
 - Texas Rural Water Association- Angela Russell- Fall Management Peer Conference-Has Nov. 2017 Available. Got a copy of the 2016 RFP to see if we can fit their meeting needs/shared w- Robin at the Sheraton. District Meeting Conference- Site Visit on 11/1/16 after a meeting in Fort Worth.
 - TAAF- Ginger Stegera (new planner) Ask Parks & Rec to bid on Management School Cont. Ed 3 days 70-80 attendees. Sept 2019- Annual/Mon. - Thur., 100-120 attendees, 3rd week of Sept. like to have a Golf tournament w/1 Social Event.
- Dee-dee was assisted by Laura Grainger (Sheraton), they attended the Quinciañera Expo (Irving, TX)- 9 good leads received
 - RFPS: 2
 - Associations: 1
 - Collin County Realtors Association1 chose Piazza on the Green for their 11/16/16- Installation Ceremony, unfortunately the room night swill go the Wingate in Frisco, TX.
 - Corporate: 1
 - Business Analysis Group-6/16- Looking for a site to have their team building

Hotel Updates:

- Townplace Suites opened on 2/22/16.

Advertising:

- Segway Tours – Good Morning Texas aired a 5-1/2 minute live piece
- Still getting lots of reads from our Blog on the following:
 - Undercover Boss: Marco's Pizza
 - The Voice: Mattie Davis