

VISIT MCKINNEY BOARD

REGULAR MEETING

JUNE 28, 2022

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, June 28, 2022, at 8:00 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Tamra Gaines, Connie Gibson, Whitney Nash, Katie Scott

Absent: None

Alternate member present (non-voting): Deidre Woodard

Staff present: Executive Director Aaron Werner, Sales Manager Marie Woodard, Sales Manager Rachel Tamez, Communications Manager Beth Shumate, Executive Assistant Sabine Smith, Assistant City Manager Barry Shelton, Assistant City Manager Steve Tilton, Interim MPAC/Main Street Program Director Andrew Jones, City Council Liaison Richard Franklin, who joined the meeting at 8:32 a.m. and City Council Liaison Justin Beller, who joined the meeting at 8:02 a.m.

CALL TO ORDER

Board Chair Vincent Vittatoe called the meeting to order at 8:00 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items. Vittatoe gave a special welcome to new Executive Director of Visit McKinney Aaron Werner.

CONSENT ITEMS

22-0577 Minutes of the Visit McKinney Regular Meeting of April 26, 2022

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to approve and refer the minutes of the Visit McKinney Board Meeting of April 26, 2022, to City Council.

REPORTS

Board Chair Vincent Vittatoe called for Board and Liaison updates.

22-0578 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney
Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – Assistant City Manager Steve Tilton gave an update on the current budget process: City staff is finalizing its recommended budget to the City Council this week, the budget will be reviewed by City Council in August and formally adopted in September for fiscal year 2022/2023, which starts October 1, 2022. Tilton highlighted the five awards won by the City Communications and Marketing Department at the Texas Association of Municipal Information Officers (TAMIO) 2022 Conference, the Silo Mural Project progress, and answered questions from Board members about the latter. City Council Liaison Justin Beller had nothing to add.

MEDC and MCDC – Due to an event hosted by the McKinney Chamber of Commerce occurring at the same time, no representatives from either organization were present. Board Chair Vincent Vittatoe asked Board members to refer to the respective attached reports.

McKinney Main Street / MPAC – Interim MPAC/Main Street Program Director Andrew Jones spoke a few words on the departure of former McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, thanked the Visit McKinney Board and Staff for their support of the Texas Music Revolution Festival, the Juneteenth Event, and the various “Walk Events” downtown. Jones detailed the upcoming Fourth of July schedule.

Visit McKinney Finance Committee – Board member Jon Dell'Antonia covered the operating statements of April and May 2022, mentioning that Visit McKinney is under budget as of today, and reviewed the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities. Dell'Antonia highlighted that McKinney's ADR is up, spoke to McKinney's higher occupancy rate compared with Allen, despite Allen having fewer hotels, and forecasted that the Hotel Occupancy Tax Revenue for Fiscal Year 2022 might come close to \$2.4 million. Sales Manager Rachel Tamez answered Board member questions regarding McKinney hotel collaborations. Dell'Antonia praised the involvement of the Finance Committee in this year's budget process and Board

Chair Vincent Vittatoe informed that this will be part of the upcoming by-law review process.

22-0579 Executive Director's Report

Executive Director Aaron Werner explained the new formatting of the staff reports and upcoming changes to all future reporting and thanked staff for their support of getting him up to speed. Werner updated on the Board application process for budget year 2022/2023, congratulated Board member Katie Scott and Alternate Board member Deidre Woodard for being selected to the next Leadership McKinney Class, and publicly thanked Sales Manager Marie Woodard for her interim leadership in the past six months. Werner also highlighted staff accomplishments: Communication Manager Beth Shumate's participation in the Texas Film Friendly Forum at Southfork Ranch, marketing of all the spring events in McKinney, and training Staff Assistant Sarah Wilson to help with social media; Sales Manager Rachel Tamez's contribution to the 2022 AT&T Byron Nelson Tournament, the successful "19th Hole" marketing campaign in cooperation with City Communications and Main Street, and efforts to overhaul all the Visit McKinney reporting numbers and streamline future reporting; Executive Assistant Sabine Smith's addition of the Art Walking Tours to the schedule of the existing Historic Walking Tours; and Sales Manager Marie Woodard's preparation of April and May reports. Werner praised the collaboration with other City Departments, such as the Library with their digital storywalk, and McKinney ISD, for the joint efforts with Drum Corps International and NCAA. Board Chair Vincent Vittatoe also took this opportunity to thank Sales Manager Marie Woodard for her time and efforts being Interim Executive Director in the transition phase.

REGULAR AGENDA

22-0580 Update on AT&T Byron Nelson Metrics and Data for 2022

A presentation was given by Rachel Tamez, Sales Manager for Visit McKinney, on metrics and data collected during and after the 2022 AT&T Byron Nelson Tournament and answered questions from Board members.

Board Chair Vincent Vittatoe welcomed City Council Liaison Richard Franklin and asked for Council Liaison Comments. A discussion followed about upcoming new hotel properties.

22-0581 Consider/Discuss/Act on the Appointment of a Committee/Sub-Committee to Review the Future of the Visit McKinney Store

Board Chair Vincent Vittatoe stated what the sublease retail space historically was used for, how it is currently being used, and referred to a spreadsheet detailing revenue generated from that space over the last 10 years. Vittatoe outlined the reasons for forming a Committee/Sub-Committee and Executive Director Aaron Werner added ways the newly formed Committee/Sub-Committee can solicit staff input and spoke to different directions this committee could go. A discussion followed whether this would be a separate standalone committee or a subcommittee under a standing committee, the time frame under which the committee would operate, and the lead time needed for the potential termination of the existing sublease contract. Several Board members expressed interest in being involved. A separate discussion was started about forming a Committee/Sub-Committee to review the current Visit McKinney bylaws. The Board members who expressed interest to be on a Committee/Sub-Committee to review the Visit McKinney bylaws were the same Board members who currently are on the HR Committee.

Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Tamra Gaines, to establish a subcommittee by the name of "Retail Review", consisting of Board members Connie Gibson, Michelle Gamble, and Katie Scott, to review the future of the Visit McKinney Store. The motion also included the direction to members of the HR Committee to conduct a bylaw review.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

There were no public comments regarding matters not on the agenda.

BOARD OR COMMISSIONER COMMENTS

Board member Michelle Gamble mentioned the Farmhouse Fresh segment featured on the "Today Show". Board member Tamra Gaines talked about D

Magazine's article on "Nature Nates." Board Member Jon Dell'Antonia asked Executive Director Aaron Werner to reach out to Stephen Powell with Destination Services, LLC regarding the Destination Analysis & Strategic Plan conducted last Fiscal Year. Board member Connie Gibson thanked Sales Manager Marie Woodard for her duties as Interim Executive Director and thanked the staff overall for their contributions during the past six months. Board Chair Vincent Vittatoe echoed Gibson's sentiments. City Council Liaisons Richard Franklin and Justin Beller declined further comments.

ADJOURN

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Katie Scott, to adjourn the meeting at 9:05 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: _____

VINCENT VITTATOE
Board Chair

SABINE SMITH
Board Clerk