

VISIT MCKINNEY MARKETING COMMITTEE

COMMITTEE MEETING

APRIL 20, 2020

The Marketing Committee of Visit McKinney met in regular session via Teleconference ZOOM on April 20, 2020 at 3:30 p. m.

Board members present: Michelle Gamble, Jim Bressler, Sally Huggins

Absent: None

Alternate Member Present: Tamra Gaines

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, and Administrative Assistant Sabine Smith

CALL TO ORDER

Committee Chair Michelle Gamble called the meeting to order at 3:39 p.m. upon determining a quorum was present.

There were no public comments.

REGULAR AGENDA

- 20-0297** Consider/Discuss Grant Allocation Adjustments Due to COVID-19 and Make a Recommendation to the Board

The committee discussed how to handle disbursement of the remaining \$22,088.69 of available grant funds. The committee had formulated a recommendation at the last committee meeting for the Board to vote on at the March 24, 2020 Board Meeting. This board meeting was cancelled due to the COVID-19 outbreak which also spurred the cancellation of several events for which grants were recommended. The Committee members discussed the following grants:

Marching Music Made in McKinney, rescheduled for 2021, therefore no grants will be awarded this year.

Game Day Foods, LLC (DBA Bernard's Gourmet Foods), rescheduled for 2021, therefore no grants will be awarded this year.

Heard-Craig Center for the Arts, SBG Hospitality, and You're My Favorites dba McKinney Summer Opera are required to submit a letter of intent to Visit McKinney by May 20, 2020 to still hold the event before the end of the Fiscal Year 2019/2020. The

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Marketing Committee will meet again before the May 26, 2020 Visit McKinney Board meeting to make any further recommendations based on information from the letters of intent from remaining applicants.

The grant application for The Heritage Guild of Collin County is not tied to a specific event; instead grant money will be used for the advertisement and promotion of weddings at Chestnut Square on Yelp and Here Comes the Guide. The Board recommends \$2500 to be awarded.

CITIZEN COMMENTS – There were none.

BOARD OR COMMISSIONER COMMENTS – There were none.

ADJOURN

Committee Chair Michelle Gamble adjourned the meeting at 4:18 p. m.

MICHELLE GAMBLE
Chair