



# McKinney Convention and Visitors Bureau Agenda

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Thursday, September 20, 2018

8:00 AM

La Quinta Inn & Suites  
6501 Henneman Way  
McKinney, Texas

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PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

## CALL TO ORDER

## CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

**18-766**      [Minutes of the McKinney Convention & Visitors Bureau Board Meeting of August 28, 2018](#)

**Attachments:**    [Minutes](#)

## DISCUSSION ITEMS

**18-767**      [Discussion/Update by Alex Lanio on the McKinney Shop](#)

## REPORTS

**18-768**      [Executive Director's Report](#)

**Attachments:**    [Staff Report](#)

**18-769**      [Board & Liaison Reports](#)

[City of McKinney](#)

[Main Street/MPAC](#)

[MCDC](#)

[Chair Report](#)

[Finance Committee](#)

**Attachments:**    [Financials](#)

**REGULAR AGENDA**

**18-770**      [Consider/Discuss/Act on MCVB KPI's for FY 18/19](#)

**Attachments:**    [Goals KPI FY 18/19](#)

**18-771**      [Consider/Discuss/Act on Approval of MCVB Marketing Plan for FY 18/19](#)

**Attachments:**    [Marketing Plan FY 18/19](#)

**CITIZEN COMMENTS**

**BOARD OR COMMISSIONER COMMENTS**

Board or Commission Comments relating to items of public interest: Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

**ADJOURN**

Posted in accordance with the Texas Government Code, Chapter 551, on the 14th day of September, 2018 at or before 5:00 p.m.

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Dee-dee Guerra  
Executive Director

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Phone 972-547-2694 or email [contact-adacompliance@mckinneytexas.org](mailto:contact-adacompliance@mckinneytexas.org). Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.

