

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

SEPTEMBER 20, 2018

The McKinney Convention and Visitors Bureau Board met in regular session at the La Quinta Inn & Suites, 6501 Henneman Way, McKinney, Texas on September 20, 2018 at 8:00 a.m.

Board members present: Sally Huggins, Hal Harbor, Jennifer Estes, Jim Bressler, Bryan Perkins, Connie Gibson, and Julia Baublis.

Guests present: Councilman Rainey Rogers, City Manager Paul Grimes, MPAC/Main Street Program Director Amy Rosenthal, McKinney Shop Owner Alex Lanio, and new appointed Board Members Vince Vittatoe, Jon Dell'Antonia, and Michelle Gamble.

Chairman Huggins called the meeting to order at 8:10 a.m. after determining a quorum was present. Ms. Huggins welcomed guests and thanked La Quinta for use of their hospitality Room.

Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Jennifer Estes, to approve the following consent item:

- 18-766** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of August 28, 2018

- 18-767** Update by Alex Lanio on the McKinney Shop – The McKinney Shop has been operating under Alex Lanio for 16-18 months, bringing in \$20,000 in sales over the past year. Mr. Lanio is currently looking at sourcing local vendor merchandise. Social media posts and CVB-controlled print ads in high school sports programs and Stonebridge Ranch Magazine are helping advertise the shop.

- 18-768** Executive Director's Report – Executive Director Dee-dee Guerra expressed excitement about 1st quarter to the board. The NAACP will be in town, October 4-6 with the welcome reception at Gather in Downtown

McKinney. Ms. Guerra thanked our sponsors: Gather, MCDC, Main Street, Trader Joes, McKinney Chamber and the McKinney Boyd Jazz Band. Also Crop-It will return October 5-7 at the Holiday Inn, Lions Club conference, October 12-14 will be held at the Holiday Inn, and Farm and Ranch Freedom Alliance on October 15-16 at the Grand. At this time we are waiting on the Hilton Home2 Suites and the Spring Hill Suites to open before securing business for Simpson Strong Tie. McKinney ISD submitted an RFP to the NCAA Division II Football Championship for December 2018. Coach Pratt confirmed a viewing of the stadium. Media and event officials will stay at the Sheraton, but McKinney does not have the type of hotels to accommodate the teams and their fans. Frisco has agreed to house room nights at three hotels for the event. Ms. Rhodes is scheduled to attend a small market meeting in California. This is a new event for us and a perfect niche for our City. Ms. Guerra thanked longtime, existing board members Sally Huggins, Jennifer Estes and Hal Harbor, stating that she and her staff appreciate all the guidance and support the three Board members have provided to the CVB and the city of McKinney. Also, City Manager Paul Grimes advised the board on current hotel growth in McKinney. Plans to move forward with a hotel at HWY 380/Hardin are still ongoing, along with the resort hotel in Craig Ranch. No update is available on the Hilton Garden Inn at the 121 Hub.

18-769 Board & Liaison Reports

City of McKinney- Councilman Rainey Rogers informed the board that council is looking into the Star Center's discussion about expanding the facility to include a 2,000 person indoor arena. Rogers added that such an expansion could potentially bring in a minor league team. City Manager Paul Grimes informing the board that the budget has been adopted by council and that the city is currently preparing for the legislation session 2019.

Main Street/MPAC- Director Amy Rosenthal thanked Alex Lanio, who will

be terming out as Chair on the McKinney Main Street Board. She also discussed MCDC new-funded wireless speakers that have been installed in downtown McKinney to provide ambiance and an extra safety feature to the square. Main Street will also be adding lighting to the old water tower. Oktoberfest is, September 28-30. Cultural District Designation was awarded to McKinney, one of four cities in Texas to receive this distinction. Kick off events will be either November 10 or 11. Ms. Rosenthal provided a parking update: Davis at the Square parking is now available. Additional parking for special events will also be coming soon at Playful headquarters and Chestnut Commons.

Finance Committee – Board Member Bryan Perkins spoke on behalf of the finance committee, informing the board that a change has been made on how the financials are being reported. HOTTAX numbers are down 18% from August 2017. Also hotel occupancy is still trending the same for the past 16 months; this trend continues for sister cities as well.

18-770 Director Guerra updated the board of changes to goal #5 on the KPIs. Chair Sally Huggins called for approval of the Consider/Discuss/Action MCVB KPIs for FY 18/19. Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Connie Gibson, to Approve 18-770 Consider/Discuss/Act on MCVB KPIs for FY 18/19.

18-771 Board members unanimously approved the motion by Board member Jennifer Estes, seconded by Board member Jim Bressler, to Approve the Marketing Plan for FY 18/19.

Chairman Huggins called for Citizens Comments, as well as board or commissioner comments and there were none.

Chairman Sally Huggins adjourned the meeting at 9:03 a.m.

SALLY HUGGINS
Chair