

## **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

### **REGULAR MEETING**

**JANUARY 24, 2017**

The McKinney Convention and Visitors Bureau Board met in regular session at Gather in Downtown McKinney, 207 E. Virginia McKinney, Texas on January 24, 2017 at 7:30 a.m.

Board chair Hill called the meeting to order at 7:35 a.m. after determining a quorum was present.

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

Staff: Executive Director Guerra, staff members Sue Davis and Vanesa Rhodes.

Guests: City of McKinney Mayor Brian Loughmiller, McKinney City Manager Paul Grimes, Assistant City Manager Barry Shelton, City of McKinney Sr. Financial Analyst Trevor Minyard, City of McKinney Director of Strategic Services, Chandler Merritt, and McKinney Main Street/MPAC Director Amy Rosenthal.

Board members unanimously approved the motion made by board member Connie Gibson, seconded by board member Sally Huggins to approve the following minutes:

- 17-096** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of November 29, 2016.
- 17-097** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of November 28, 2016.
- 17-098** Minutes of the McKinney Convention & Visitors Bureau HR Committee Meeting of January 19, 2017.
- 17-099** Update on Downtown Parking. Assistant City Manager Barry Shelton presented an update on the nine-acre site and parking in downtown McKinney. He advised that Columbus Reality has partnered with the City of McKinney to develop the nine-acre site and the first phase would be west of Chestnut Street. Mr. Shelton informed the board, staff, and

guests that the construction would take 12-18 months. The second phase of the development would consist of 4500 square feet of office space and parking which will be east of Chestnut Street. In addition, Mr. Shelton stated that as parking lots and areas are being improved, the City will improve the lighting and parking signage.

**17-100** Executive Directors Report. Executive Director Guerra advised board members she had extended an offer to Ashley Ford for the Administrative Assistant position and her start date is February 6, 2017. Additionally, Ms. Guerra updated board members about the Chamber Award Dinner that will be held at the Sheraton Conference Center and asked board members to let her know if they would like to attend. Furthermore Ms. Guerra advised board members the Holiday Inn at Craig Ranch is scheduled to open in late February, and the owners of Cadillac Pizza will be opening a new venue called The Yard, which is located where Café Malaga had operated.

**17-101** Board & Liaison Reports

City of McKinney – City Manager Paul Grimes updated the board on the Gateway Project, advising board members the city had received five proposals from very well-known development companies and that he and Council are in the process of reviewing the proposals. Mayor Loughmiller gave an update from the City Council’s strategic planning session. He also advised that the city is still in negotiations with a resort hotel in Craig Ranch, advising over the next few months more development will follow. Mayor Loughmiller informed board members that Council and MISD will hold a joint meeting to open lines of communication.

Main Street/MPAC – Executive Director Amy Rosenthal thanked the CVB for their partnership and support of the MPAC Bridal Show, stating that it was a great success. Ms. Rosenthal reviewed the upcoming shows that will take place at the Performing Arts Center and advised board members that Main Street/MPAC was in the process of putting a proposal together

to purchase electric shuttles to assist with the parking issues in downtown.

MCDC – MCVB Executive Director Guerra reported on behalf of MCDC board chair Kurt Kuhen. Ms. Guerra stated MCDC continues to look for ways to partner with the city to assist with parking issues and plans to purchase tents to assist with outdoor events.

Finance Committee – Board member Harbor advised the board that over the past five years the Hotel Tax Fund (HOTTAX) has tripled. Mr. Harbor addressed the Made In McKinney Store, stating the committee has no desire to push anyone out; however, the CVB needs to be a good steward of the real estate space. Mr. Harbor suggested reviewing the inventory and sales over the next 30-45 days and if there is no improvement, Executive Director Guerra will have a discussion with store owner to establish strategies for moving forward.

Marketing & Development Committee -Committee Chair Estes provided an update on marketing efforts of the MCVB, advising the implementation of Visit Widget and that the MCVB partnered with MCDC on the expense. Ms. Estes also updated board members of a project that staff is working on with a local artist Jake Dobsha for a sculpture to be placed outside the Visitors Center.

HR Committee – Committee Chair Perkins informed board members the committee is working on restructuring the MCVB goals to be consistent with Council goals and would present them for approval at the next board meeting.

Board Chair Hill adjourned the meeting at 8:50 a.m.

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WAYNE HILL  
Chair