

The mission of the McKinney Convention and Visitors Bureau is to market McKinney as the Destination of Choices

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

December 6, 2011

The MCVB Board met for a Regular Meeting in the MCVB conference room. Present were: Directors Angie Bado, Doc Vranici, Colleen Via-Friend, Trae Gardner, Michael McEntire, George Lodge, Tim Baker, Linda Fogg, and Erica Tate. Guests were George Fuller, MCDC Board Member. Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett.

Call to Order

Board Chair Director Bado called the meeting to order at 7:30AM and welcomed guests.

Introductions

11-071

Board Chair Director Bado welcomed guest George Fuller, MCDC board member.

Approval of Minutes of the October 24, 2011, Regular Board Meeting

11-072

Director Bado asked for a motion to approve the minutes from the October 24, 2011 MCVB Board meeting. Director Lodge made the motion to approve the minutes as written with a second made by Director Via-Friend; the minutes were approved unanimously. No further action needed.

Consider/Discuss/Act – Goals/Strategic Plan for 2012

11-073

Executive Director Bayes highlighted the Mission Statement, Goals & Strategies of the CVB as well as reviewed the Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis. Director Bado stated that through the SWOT analysis, the board prioritized what they felt were top concerns for the CVB and learned these points differed from what the CVB staff would list as top priority. This brought about discussion and helped to determine what the focus would be for 2012. Director Bado also emphasized that the CVB board is more of a support board, supporting the action plan the CVB staff had put into place. No further action required.

Consider/Discuss/Act – Community Inventory Next Steps

11-074

Director Bayes stated the next step was for the CVB Development chair, Director Tate to meet with the MCDC Chair Tracy Rath and MCDC director Cindy Schnieble to develop the inventory as well as determine why citizens shop outside/inside our city limits in order to determine what kind of businesses the community would like to have in town. Director Tate stated she would contact the MCDC Chair to set up a meeting so they could move forward with this task. No further action required.

Consider/Discuss/Act – Marketing Campaign

11-075

Executive Director Bayes met with local ad agency Day 6 Creative. Day 6 Creative suggested looking at different opportunities of marketing/advertising ideas and they put some concepts together for consideration. Executive Director Bayes presented the concepts indicating they were not set in stone. Bayes stated Day 6 Creative had submitted an idea about 4 years ago that they would like to revisit and asked board members to consider the Mick, (the squirrel) and Kinney, (the acorn) mascot concept.

Executive Director Bayes stated “Mick & Kinney could sell our community; they are the locals, they live in the trees, and besides, we are unique by nature.”

We love it for the marketing ideas. This would allow us to have another avenue to bring in income for items that hotel tax is not permitted to be used for.” Bayes advised board members that there are notable mascots/characters throughout nationwide advertising campaigns and would like to get the board’s opinion on having that type of concept for tourism in McKinney. Director Baker made the motion to pass the Mick & Kinney concept for review/consideration with a second made by Director Gardner; none were opposed. Next steps are for the marketing team to meet with Day 6 Creative and discuss this concept further and/or make a decision. No further action required.

Consider/Discuss/Act – Tourism Partner of the Year **11-076**

Executive Director Bayes advised board members they needed to consider who they would like to nominate as Tourism Partner of the year. Bayes asked board members to identify those attractions/venues that help to bring overnights to our city and stated they would vote at the next board meeting. No further action required.

Consider/Discuss/Act – MCVB Committees, Boards and Commission Liaisons **11-077**

Director Bado asked board members to volunteer to be liaisons for other boards and committees. The following assignments were made: Michael McEntire, liaison for MCDC; Tim Baker, liaison for McKinney Airport Development Corporation; Linda Fogg, liaison for MCVB Development committee, MEDC & McKinney Main Street; Doc Vranici, liaison for Planning & Zoning; and Colleen Via-Friend, liaison for McKinney Arts Commission. No further action required.

Consider/Discuss/Act – Update on Special Projects/Events **11-078**

Executive Director Bayes asked board members to review the staff report handout and highlighted a few upcoming events and/or projects. Bayes stated the CVB was working with the airport to develop a \$100 Steak Hotel package promo in which a targeted audience would fly into Collin County Airport, eat at Rick’s Chophouse, shop downtown, stay at the Grand Hotel overnight and fly out the next day. Executive Director Bayes also reviewed hotel numbers with board members and shared information that corporate customers have stated that they desire in a hotel/convention center. No further action required.

Committee Reports **11-079**

Development – Director Tate stated the development committee did not meet; however the continued focus and priority is the development of the Community Inventory project. Board Chair, Director Bado tasked the development committee with looking at options for the CVB to move stating that the lease will be up October 2012 as well as doing further research on the potential development of an Uber Music festival. No further action needed.

Finance – Director Via-Friend stated the finance committee did not meet. No further action needed.

Consider/Discuss/Act – Director’s Report on Existing Projects, Initiatives and Events **11-080**

Executive Director Bayes shared various accolades the CVB/staff had received over the past few months and thanked staff for their efforts. Director Gardner thanked Executive Director Bayes for coordinating the Bastrop donations. Executive Director Bayes stated there would be a lot of travel and functions that she and/or staff would be attending during the months of January & February 2012 and asked board members to refer to the director’s report hand out for further details. No further action needed.

Citizens Comments

11-081

There were no citizens' comments.

ADJOURN

Director Bado thanked the board for their time and efforts as well as wished the board a happy holiday season. There being no further business, Director Bado adjourned the meeting at 9:11 am.

Angie Bado

Date

Board Chair

The next scheduled MCVB Board meeting will be held: January 24, 2012 at 7:30 a.m. at The MCVB office conference room.