

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

March 21, 2014

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting on March 21, 2014.

In attendance were Board members: Board Members- Carrie Alfieri, Hal Harbor. Staff: Dee-dee Guerra & Beth Shumate (Met w/Sharon Dill on 3/18/14 to update her on Marketing Activity).

The Marketing Committee Meeting was called to order at 7:35 a.m.

Committee members & staff discussed the following:

Items of Discussion:

- Balance Sheet for Advertising & Promotional: Director Alfieri asked that the spreadsheet be updated for the next meeting.
- Austin Road Trippin'
- Texas Traveler web advertising with Texas Monthly's tourism website (TexTraveler.com)
- Courier web ads – We will be advertising with them regularly online for the Made in McKinney store per our agreement with Windy Gallagher.

ED Guerra & Communications Manager Shumate updated the Committee on the following Advertising/Marketing buys:

- TML's Texas Town & City – co-opting with City Communications in order to do a 4-color ad (was twice the cost of last year's 2-color, which is very limiting)
- WFAA – to air 4/7 in advance of Arts in Bloom April 12 (Approved by Board Chair McEntire, cost \$9900)
- Meeting w/Adam Cox Re: Strikes against Cancer (promotion of event, welcome bags for teams & helping him w/Green Screen for a picture op). Director Harbor stated to try the Colleges to see if they would be willing to do this as project.
- Renewed Sports listing with MPI
- Renewed MPI Buyers Guide for 1 year
- Ad for Texas Meeting & Events- just submitted
- We will not renew Dallas Newcomers ad- we didn't get enough leads for the price. (We received about 600 leads for \$8000 – this was a Co-op with City Marketing.)
- Added value for Martha Stewart Living at no cost to us: The paid ad will run in Houston, Austin and Round Rock with added value blurb and banner ad (no cost!) in Denver, Las Vegas, L. A. Metro, Phoenix, Portland, San Diego, San Jose, and Seattle/Tacoma in May issues of *Martha Stewart Living** & *Elle*, reaching a total of **239,601 subscribers** (readership is 4x that).
- American Way- Co-op with EDC. CDC, Airport & City Comm.
- 30 lit Kiosks for 1 month in Dallas Co-op with EDC, CDC, & City Communications

- MCVB is partnering w/ Local Yocal & MPAC to do a Watch party for Crystal Yates on 4/15/14.

The meeting was adjourned at 8:05 a.m.

Sharon Dill

MCVB Marketing Committee Chair