

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

NOVEMBER 29, 2016

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia Street, McKinney, Texas on November 29, 2016 at 8:00 a.m.

Board members present: Sally Huggins, Hal Harbor, Jennifer Estes, Wayne Hill, Jim Bressler, Bryan Perkins, and Connie Gibson. Absent: None.

Board Chair Hill called the meeting to order at 8:02 a.m. after determining a quorum was present.

Staff: Executive Director Dee-dee Guerrra, staff members Vanesa Rhodes and Beth Shumate.

Guests: McKinney City Manager Paul Grimes, City of McKinney Mayor Loughmiller, City of McKinney Sr. Financial Analyst Trevor Minyard, and City of McKinney Director of Strategic Services Chandler Merritt.

Board members unanimously approved the motion by board member Jim Bressler, seconded by board member Hal Harbor, to approve the following minutes:

- 16-1176** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of October 25, 2016.
- 16-1099** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of September 23, 2016.
- 16-1177** Minutes of the McKinney Convention & Visitors Bureau HR Committee Meeting of November 16, 2016.
- 16-1178** Minutes of the McKinney Convention & Visitors Bureau Marketing & Development Committee of November 11, 2016.
- 16-1179** Consider/Discuss/Act on Tourism Partner of the Year Chamber Award Recipient. Board members unanimously approved the motion by board member Sally Huggins, seconded by board member Jennifer Estes, to approve the nomination of The McKinney Sheraton Hotel as the 2016 Tourism Partner of the Year Chamber Award Recipient.

16-1180 Conduct Strategic Planning Work Session. Executive Director Guerra reviewed the October staff report and opened the floor for questions. Guerra highlighted the MCVB accomplishments from FY 15/16. Board members asked for explanation on lost business. Ms. Guerra advised that many times, meeting planners are looking for venues that have several areas for breakout sessions and that currently McKinney does not have a facility that is able to accommodate those needs. The other issue addressed was that Collin College will not book far enough in advance when most associations need to secure venues at least two to three years prior to their meeting. There was discussion in regards to the decline in sales from the Made In McKinney Store. Board members asked why there is still inventory in the store from when it first opened almost four years ago and asked that markdowns to current inventory be conducted after each season. Board members stated they would like to see staff and the store owner communicating monthly to improve on inventory quantities, product, and sales. Board members discussed implementing the following fashion guide concerning merchandise delivery for next year's (FY 17/18) contract. (The selling dates shown refer to dates product is available for wholesale to merchandise.)

Season	Delivery Dates of Merchandise	Selling Dates
Spring 1	1/30 /17	End of August – End of October
Spring 2	3/30/17	October - January
Fall 1	7/15/17 - 8/15/17	End of January- March
Fall 2	9/30/17	March- April
Holiday	10/15-30/17	May -June

In addition, board members asked that merchandise that is brought in consist of a full run of sizes of all clothing items and challenged staff and store owner to increase sales 25% over the next five years.

Director of Strategic Services, Chandler Merritt presented the new performance management program, KPI (Key Performance Indicators). Mr. Merritt highlighted the S.M.A.R.T. objective/goals (Specific,

Measurable, Attainable, Realistic, Timely) system and stated this systems focus is on outcome and how to attain results. Board members discussed implementing a 5% general improvement of trackable goals for staff and a goal of 10% increase on all RFP's (Request for Proposals). The board reviewed the current year's SWOT analysis and made a few adjustments to implement for FY 2016-2017.

Board member Jim Bressler left the meeting at 11:45 a.m. due to a previously made commitment.

Board Chair Hill adjourned the strategic planning session at 12:33 p.m.

WAYNE HILL
MCVB Board Chair