

*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**

**April 18, 2011**

**APPROVED**

The MCVB Board met for a Regular Meeting at the Heard-Craig Carriage House located at 205 W. Hunt Street. Present were: Directors Ian Dockrill, John Rattan, Trae Gardner, Angie Bado, Erica Tate, Colleen Via-Friend, Michael McEntire and Doc Vranici. Guests were City Manager Jason Gray, City Finance Liaison Jennifer Cooke, and MCDC liaison Dan Hall. Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, Tourism Sales Manager Dee-Dee Villanueva and Communications Manager Beth Shumate. Absent was City Council Liaison Ray Ricchi.

**Call to Order**

Director Dockrill called the meeting to order at 1:31 PM. Director Dockrill thanked the Heard-Craig House for use of their venue. Director Dockrill also welcomed guests.

**Introduction- City Manager Jason Gray**

**11-019**

Director Dockrill acknowledged guest Jennifer Cooke from City Finance, Dan Hall MCDC liaison and introduced new City Manager, Jason Gray. Mr. Gray thanked Director Dockrill and the MCVB Board & staff for inviting him to the meeting. Mr. Gray gave his background and experience in city management as well as his role in developing and working with the Frisco CVB. Mr. Gray asked for any questions or topics of discussion that Board members may have. Director Dockrill asked Mr. Gray to comment on the Gateway project as well as the rumors regarding the restructure/organization of the MCVB. There was discussion regarding the proposed hotel/convention center product. Mr. Gray stated that the CVB has the commitment from the City Manager's office to have a CVB representative on the final committee for the development of the hotel/convention center.

**Approval of Minutes of the February 28, 2010, Regular Board Meeting**

**11-020**

Director Dockrill asked for a motion to approve the minutes from February 28, 2011 MCVB Board meeting. Director Bado made the motion to approve with a second made by Director Vranici. The minutes were approved unanimously. No further action needed.

**Committee Reports**

**11-021**

*Marketing Committee* – Director Gardner reported that the marketing committee did not meet. No further action needed.

*Development* – Director Tate advised Board members the development team did not meet. No further action needed.

*Finance* – Director Via-Friend advised Board members that the finance committee would be meeting following the Board meeting. Finance liaison Jennifer Cooke stated she had nothing to add. Executive Director Bayes asked board members to review the March balance sheet, stating the budget was at 50% and the CVB was at 48% of the budget. No further action needed.

**Consider/Discuss/Act – Update on Special Projects/Events**

**11-022**

Executive Director Bayes asked Board members to review the handout she had provided regarding upcoming special projects/events. Bayes highlighted the upcoming National Travel & Tourism Week that will

take place May 7-15, 2011, as well as the status of the Smart Phone Application that is being created by Triangle Studios.

**Consider/Discuss/Act –Directors Report**

**11-023**

Executive Director Bayes handed out the April Staff Report to Board members. Bayes highlighted events and projects that staff have participated in and will be participating in the upcoming weeks. Bayes opened the floor for discussion; there was none. No further action needed.

**Citizens Comments**

**11-024**

There were no citizen's comments.

**ADJOURN**

There being no further business, Director Dockrill moved for a motion to adjourn. Director Rattan made the motion and Director Via-Friend seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 5:11 p.m.

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Trae Gardner                      Date

Board Vice-Chair

**The next scheduled MCVB Board meeting will be held Monday, May 23, 2011 at 3:00pm; Location: TBD**