

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

JANUARY 28, 2014

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney, Texas on January 28, 2014 at 7:30 a.m.

CALL TO ORDER

Board members present: Michael McEntire, Erica Carver, Sharon Dill, Carrie Alfieri, Leslie Warren, Sally Huggins, and Hal Harbor.

Absent: Shqiprim "Doc" Vranici, and Steve Conlin.

Staff: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Tourism Service Representative Vanesa Baggett, and Staff Assistant Sue Davis.

Guests: Mark Holloway, City Finance and Councilman Randy Pogue.

14-104 Minutes of the McKinney Convention & Visitors Bureau Board Meeting of December 10, 2013. Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Leslie Warren, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Board Meeting of December 10, 2013.

14-105 Minutes of the McKinney Convention & Visitors Bureau Development Committee Meeting of January 7, 2014. Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board

member Sharon Dill, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Development Committee Meeting of January 7, 2014.

14-106 Minutes of the McKinney Convention & Visitors Bureau Work Session/Strategic Planning meeting of January 10, 2014. Board members unanimously approved the motion by Board member Sharon Dill, seconded by Board member Hal Harbor, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Work Session/Strategic Planning meeting of January 10, 2014.

14-107 Minutes of the McKinney Convention & Visitors Bureau Marketing/PR Committee Meeting of January 14, 2014. Board members unanimously approved the motion by Board member Leslie Warren, seconded by Board member Erica Carver, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Marketing/PR Committee Meeting of January 14, 2014.

14-108 Consider/Discuss Presentation from Mark Holloway: 7 Ways to Spend Hot Tax Dollars. Mr. Holloway reviewed the ways to use Hotel Tax (HOT TAX) dollars. He stated the taxes collected are: 6% which goes to the state and 7% which the city collects. Holloway stated that the city is responsible for making sure that the Hotels pay their taxes quarterly.

14-109 Reports - City of McKinney McKinney, Chamber of Commerce, MCDC, MEDC, MPAC/Main Street, Chair Report, Director's Report, MCVB

Committee Reports: Finance, Development, and Marketing/PR. MCVB Staff member Beth Shumate updated board members on current activities taking place at MPAC & Main Street. Executive Director Guerra provided an update on behalf of the Chamber, stating that the chamber awards dinner will take place in late February. Guerra asked board members to advise her if they wanted to attend the banquet. Guerra also stated that the Chamber's "Buy Local" campaign continues and they are publicizing that in spite of the all the construction around town, the local businesses are open. In the director's report, Guerra highlighted the hotel room nights that the MCVB assisted in securing during the months of November and December. In addition she advised board members of the top states and cities that were requesting information on McKinney. Guerra asked board members to refer to the director's report in their packets for more information. Board member Alfieri gave the finance report. Board member Tate gave a development report stating that the committee and staff was working on a manual for first time board members and an MCVB policy manual. Board member Dill reported on current MCVB marketing activities.

- 14-110** Consider/Discuss/Act on Purchasing a Table at TTIA Unity Dinner & Attending Converge on the Capitol. Executive Director Guerra asked board members to consider attending the TTIA Unity Dinner that will be held in Austin on March 24, 2014. Guerra asked board members to

advise her as soon as possible if they planned on attending so that she could determine if the MCVB needed to reserve a private table. Ms. Guerra advised board members that hotel lodging and trip expenditures would be their responsibility and that the MCVB would purchase the tickets for the dinner.

14-111 Consider/Discuss/Act on MCVB Spending Cap. Board members unanimously approved the motion by Board member Erica Carver, seconded by Board member Leslie Warren, to Approve to Amend the \$2500 spending cap policy adopted by the MCVB board on 6/26/12 to read as follows: The Executive Director has the authorization to spend up to \$2500 without board approval. Expenditures of \$2501- \$10,000 require approval by the board chair, not to exceed three times per fiscal year and any expenditure greater than \$10,000 requires full board approval.

14-112 Consider/Discuss/Act on Proposed MCVB Strategic Plan for FY 13/14. Board members unanimously approved the motion by Board member Leslie Warren, seconded by Board member Erica Carver, to Approve the Proposed MCVB Strategic Plan for FY 13/14.

CITIZEN COMMENTS

There were no citizen comments.

BOARD OR COMMISSIONER COMMENTS

Councilman Pogue stated that at the recent council work session the hotel management company for the Gateway project assured council that the progress for the Hotel/Convention center is on task.

The MCVB board meeting was adjourned by board chair McEntire at 9:20 a.m.

Michael McEntire
Chair