

VISIT MCKINNEY BOARD

Special Meeting of Visit McKinney

APRIL 23, 2021

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Courtroom Theater, 111 N. Tennessee St., McKinney, Texas 75069 on Thursday, April 23, 2021, at 8:00 a.m..

Board members present: Jon Dell'Antonia, Vincent Vittatoe, Jim Bressler, Connie Gibson, and Sally Huggins

Absent: Michelle Gamble and Bryan Perkins

Alternate Board member absent: Tamra Gaines

Staff present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Marie Woodard, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, City of McKinney Performance Manager Steven Smith

Guest present: Stephen Powell with Destination Services, LLC

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:04 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that nobody from the public was in attendance so there were no public comments on agenda items.

CONSENT ITEMS

21-0303 Minutes of the Visit McKinney Board Meeting of March 30, 2021

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Vincent Vittatoe, to approve and refer the minutes of the Visit McKinney Board Meeting of March 30, 2021, to City Council.

REGULAR AGENDA

21-0304 Consider/Discuss/Act on the Visit McKinney KPIs for FY 21/22

Stephen Powell with Destination Services, LLC led the discussions and first recapped the previous day's results about the SWOT (Strengths, Weaknesses,

Opportunities, Threats) analysis, expanded on it, and then reviewed and modified the current KPIs (Key Performance Indicators).

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Vincent Vittatoe, to approve the Visit McKinney KPIs for FY 21/22 as revised in today's session.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

There were no public comments regarding matters not on the agenda.

BOARD OR COMMISSIONER COMMENTS

There were no Board or Commissioner comments.

ADJOURN

Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Jon Dell'Antonia, to adjourn the meeting at 11:03 a. m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by Visit McKinney board members on: _____.

CONNIE GIBSON
Board Chair

JIM BRESSLER
Secretary / Treasurer