

## MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

### REGULAR MEETING

**DECEMBER 8, 2015**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street McKinney, Texas on December 8, 2015 at 7:30 a.m.

Board Chair Harbor called the meeting to order at 7:39 a.m.

Board members present: Sally Huggins, Hal Harbor, Cricket Killingsworth, Susan Brusa, Wayne Hill, and Jim Bressler

Absent: Bonnie Tinsley, Jennifer Estes, and Melissa Moreno.

Staff: Executive Director Dee-dee Guerra, Staff members: Sue Davis, Vanesa Rhodes and Beth Shumate.

Guests: Interim City Manager Mr. Tom Muehlenbeck, City Councilman Chuck Branch, City Councilman Rainey Rogers, and MCDL liaison Michelle Gamble.

**15-1203** Minutes of the McKinney Convention & Visitors Bureau Work Session of November 10, 2015. Board members unanimously approved the motion by board member Wayne Hill, seconded by board member Susan Brusa, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Work Session of November 10, 2015.

**15-1204** Board & Liaison Updates

Executive Director – Executive Director Guerra asked board members to refer to the November staff report provided to board members and opened the floor for questions and comments. Guerra highlighted accolades the staff had received, reviewed the recent changes City Council had implemented to the Boards & Commissions criteria, and discussed the current advertising projects the MCVB has in place.

City of McKinney - Interim City Manager Mr. Muehlenbeck advised board members of the current open directors positions within the city and advised them that MEDC has submitted a proposal to obtain a head hunter company to assist in filling the Executive Director vacancy. Mr.

Muehlenbeck also advised board members that the City has cancelled its contract with TAPS for public transportation.

MPAC/Main Street – Executive Director Guerra reported on behalf of Main Street/MPAC Director Amy Rosenthal. Guerra advised board members of upcoming events taking place at MPAC and Main Street.

MCDC – MCDC liaison Michelle Gamble advised board members that MCDC is in the process of accepting applications for promotional grants and that presentations will be made at the next board meeting scheduled for December 17, 2015. Gamble also advised board members that the Aquatics center is on target to open December 2016.

Finance Committee - Committee chair Hill reviewed the MCVB financials with board members.

- 15-1205** Consider/Discuss/Act on Approval of McKinney Convention & Visitors Bureau Strategic Plan for FY 15-16. Board members unanimously approved the motion by board member Sally Huggins, seconded by board member Jim Bressler, to approve the McKinney Convention & Visitors Bureau Strategic Plan for FY 15-16.

Board Chair Harbor adjourned the meeting at 8:05 a.m.

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HAL HARBOR  
Chair