

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

12/5/14

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting on **12/5/14**

In attendance was Board members: Susan Brusa, Sally Huggins, and Carrie Alfieri.

Staff: Executive Director Dee-dee Guerra.

The meeting was called to order at **8:35 am**

The Committee reviewed the following items:

1. Advertising and Promotional expenditures, no discussion.
2. IDSS database: Director Guerra shared the quote from IT and felt that it was too high. She suggested she speak to IT to see why the cost was way more than what the Kerrville CVB paid to switch over from Infotrac to IDSS. No further discussion.
3. Target Market Study from Ray Turco and Associates. Director Guerra shared with the committee what Mr. Turco had suggested to her, which was that he felt only two studies be done to gather the information the Board was seeking. One during a slow month and the other during a busy month. Therefore, January or February for slow and July for busy. Checking federal holidays and such, choose from these three weeks: January 26, February 9 or 23. The January date is the week before super bowl. The committee agreed that whatever dates Mr. Turco felt was appropriate they were on board with. No further discussion.

The MCVB Marketing Committee meeting was adjourned at **9:00 am**

Sally Huggins
MCVB Marketing Committee Chair