

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

March 27, 2012

The MCVB Board met for a Regular Meeting in the MCVB conference room. Present were: Directors Angie Bado, Trae Gardner, Michael McEntire, Tim Baker, Linda Fogg, Colleen Via-Friend, Doc Vranici and Erica Tate Carver. Guests were Jason Cooley and Rodney Rhoades, City of McKinney Finance Department; Coco Good, City of McKinney Communications; and George Fuller, MCDC Board Member; Staff: Executive Director Diann Bayes and Tourism Services Representative Vanesa Baggett. Absent: Director Lodge

Call to Order

Board Director Bado called the meeting to order at 7:41AM and welcomed guests.

Introductions

12-009

Board Chair Director Bado welcomed guests and asked them to introduce themselves to the board.

Approval of Minutes of February 28, 2012 Board Meeting

12-010

Director Bado asked for a motion to approve the minutes from the February 28, 2012 MCVB Board meeting. Director Vranici made the motion to approve the minutes as written with a second made by Director Baker. The minutes were approved unanimously. No further action needed.

Consider/Discuss/Act – Policy Regarding Board Communication with City Leaders

12-011

Director Bado opened the floor for discussion in regards to addressing city council members as a citizen of McKinney versus as a board member of the MCVB and the topics that are discussed at MCVB board meetings. Director Bado asked that board members not write letters or e-mails to council as a representative of the MCVB board without first bringing the topic/issue to the board for discussion and consensus. Director Fogg asked if it was permissible to address a council member if they did not weigh in on a topic at a council session that is directly related to the MCVB. Director Bado stated she would prefer that board members first address their concerns with the entire board before going to specific council members for their input and then the board would present their concern to the perspective council member. Director Gardner asked why the entire board was not consulted about a letter Director Bado wrote following a city council work session at which she was in attendance. Director Bado stated that in the interest of timeliness, she composed a letter in her capacity as board chair to address a concern directly to City Manager Gray about the events that took place at the session. Director Bado addressed Director Gardner's concern and stated that this was an ad hoc letter and such correspondence may or may not involve the full board in the future. No further action required.

Consider/Discuss/Act – MCVB Marketing Campaign & Council Work Session**12-012**

Director Bado recapped the course of events regarding the development of the new MCVB advertising/marketing campaign and stated that Executive Director Bayes followed the proper steps to finalize the campaign which included presenting the campaign during a meeting with the creating ad agency Day 6, Director Bado and City Communications Director CoCo Good in attendance. City Communications Director Good stated that she was appreciative in seeing what the MCVB was doing in regards to marketing/advertising; however she did not have approval authority of what the MCVB does. Following some discussion on the chain of the events leading to City Manager Gray's concern about the ad campaign, Director Gardner asked if the MCVB has ever needed approval from City Officials for prior ad campaigns. Executive Director Bayes stated per the MCVB by-laws, only MCVB Board approval is needed. Director Bado stated in future situations, the MCVB would make a concerted effort to work more closely with other offices within the city to prevent future misunderstandings. Following additional discussion, Director Bado asked the board if they wanted to present the advertising campaign to the council in an informational/educational session. Director Baker made the motion to proceed with a second by Director Fogg. All were in favor with the exception of Director Vranici. Director Vranici stated his concerns about the cost of the squirrel ad campaign, voicing " I feel like we've lost the game and I feel like this board should feel bad about it. Because that's taxpayer money that's basically been spent and and(sic) it's been wasted and I feel really really bad about it." He also stated that he takes full responsibility for the action and for voting to support this ad campaign and that he feels that the board should take responsibility for what's happened and learn from that in order to make sure that this doesn't happen again. Further, Director Vranici reminded the board that open communication starts at the board level. No further action required.

Consider/Discuss/Act – Lease Update**12-013**

Executive Director Bayes informed board members that the MCVB is currently still in negotiations regarding the potential new downtown location for MCVB offices. Bayes stated the space being considered is 2500 sq ft and would be on a 5 year lease with a monthly fixed rate of \$4245 plus electric. Executive Director Bayes stated the build out cost would be \$142,000 and that City Manager Gray has asked for a list of what is included in that build out. Executive Director Bayes asked board members if they wanted her to move forward with the signing of a contract based on the city manager's findings. Director Baker made the motion to proceed based on the city manager's findings with a second made by Director McEntire. All were in favor and the motion carried. No further action required.

Committee Reports**12-014**

Development –Director Tate Carver advised board members that she felt it was very important for the MCVB to be located in downtown McKinney. Director Tate Carver deferred the Community Inventory Update to Executive Director Bayes. Bayes stated that she had 11 candidates confirmed to be on this committee and was waiting to hear back from a few others to confirm a date to meet. No further action needed.

Finance –Director Via-Friend addressed concerns regarding numbers that were not balancing from previous end fund balance and start of new balance. Via-Friend asked City Finance Strategic Planning Budget Director Jason Cooley to further explain the discrepancy to board members. Cooley explained

that budget numbers are the estimate that finance believes the MCVB will receive, while the audited numbers are the actual numbers received from Hotel Tax at the end of the fiscal year; finance then tries to match the numbers and identify differences. Director Via-Friend also addressed how the Hotel Tax is distributed to the MCVB budget. In regards to the projected budget for 2012-2013 year, the only change that would be made to the budget is in the amount of \$4138 to reinstate a lease based on 12 months versus 11 months. Executive Bayes advised that there is still a potential that the MCVB might be moving out of their current location stating that City Manager Jason Gray was still waiting on information on build out cost of potential new location. Director Via-Friend advised board members that the MCVB has funds in reserve for advertising/marketing costs for the new hotel/convention center when the time arises. Director Gardner asked what process would need to take place to ask for use of those reserve funds; City Finance Director Rodney Rhoads stated that the MCVB would need to have a budget amendment and get approval from City Council before those reserve funds could be used. City Finance Strategic Planning Budget Director Jason Cooley reviewed March 2012 numbers with board members. No further action needed.

Consider/Discuss/Act – Director’s Report on Existing Projects, Initiatives and Events **12-015**

Executive Director Bayes advised board members that McKinney’s Grand Hotel would be host to the April 2012 TACVB Board retreat. Bayes also advised board members that we would be working with the Shop Across Texas organization in conjunction with Plano, Frisco, and Allen on a shopping promotion in North Texas. In addition, Executive Director Bayes informed board members that staff was working on the annual National Tourism Week promotion which takes place May 5-13, 2012 with the theme of Tourism Opens Doors. No further action needed.

Liaison Reports **12-016**

MCDC Board Member George Fuller reported on activities from MCDC stating that MCDC approved funding for Master Arts Plan for the city. Director Fogg reported on Main Street Board Meeting, Director Baker reported on Chamber update & upcoming Collin County Day.

Citizens Comments **12-017**

There were no citizen comments.

ADJOURN

Director Bado thanked MCVB board members for their time and input. There being no further business, Director Bado adjourned the meeting at 9:12 am.

Angie Bado
Board Chair

Date

The next scheduled MCVB Board meeting will be held: April 24, 2012 at 7:30 a.m. at the MCVB office conference room.