

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

JUNE 24, 2014

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street, McKinney, Texas on June 24, 2014 at 7:30 a.m.

Board members present: Michael McEntire, Erica Carver, Leslie Warren, Sally Huggins, Hal Harbor, and Shqiprim "Doc" Vranici

Absent: Steve Conlin, Sharon Dill, and Carrie Alfieri.

Guests: Amy Rosenthal, Director of Main Street/MPAC.

Staff: Executive Director Dee-dee Guerra, Communication Manager Beth Shumate, Tourism Services Specialist Vanesa Baggett, and Staff Assistant Sue Davis.

14-11 Minutes of the McKinney Convention & Visitors Bureau Board Meeting of April 22, 2014. Board members unanimously approved the motion by board member Shqiprim "Doc" Vranici, seconded by board member Leslie Warren, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Board Meeting of April 22, 2014.

14-612 Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of April 17, 2014. Board members unanimously approved the motion by board member Shqiprim "Doc" Vranici, seconded by board member Sally Huggins, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of April 17, 2014.

14-613 Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of April 17, 2014. Board members unanimously approved the motion by board member Shqiprim "Doc" Vranici, seconded by board member Leslie Warren, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of April 17, 2014.

14-614 Minutes of the McKinney Convention & Visitors Bureau Development Meeting of May 1, 2014. Board members unanimously approved the motion by board member Michael McEntire, seconded by board member Leslie Warren, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Development Meeting of May 1, 2014.

14-615 Board and Liaison Updates.

Board Chair – Board Chair McEntire stated that he did not have anything to report and that Executive Director Guerra would cover items in her update.

Main Street & MPAC – Director Amy Rosenthal reported that the Bike the Bricks event was a huge success, stating 11 states and two countries were represented. There were 550 racers and approximately 8000 guests to Historic Downtown McKinney during Bike the Bricks. Ms. Rosenthal also advised of the following events that will take place at MPAC/Historic Downtown McKinney: The Community Band Concert; Jaws; 5th Music Revival, and the 4th of July Parade. In addition, Rosenthal stated that Clint Black was scheduled to perform at MPAC on August 27, 2014.

14-616 Executive Director's Report. Executive Director Guerra advised board members PSA McKinney is on target to open in December 2014 and is currently booking tournaments. Guerra also advised the annual Crape Myrtle Trails 5k run has moved to late September in order to coincide with Oktoberfest. Additionally, Executive Director Guerra advised board members that McKinney will be gaining 353 new hotel rooms with the completion of three new hotel locations, which are The Hampton Inn - 88 rooms; The Sheraton - 186 rooms; and Town Place Suites - 88 rooms.

14-617 Committee Reports.

Advertising/Marketing – Communications Manager Shumate gave an update from the marketing round table stating that billboards featuring McKinney National Airport are being strategically placed near Love Field.

Shumate advised board members that Texas Highways has ranked McKinney Texas as the 17th on their list of Top 40 Texas Destinations. In addition, Shumate stated that a local McKinney resident is a candidate on American Ninja Warrior and that she had reached out to NBC5 reporter Catherine Ross for coverage of this local celebrity from McKinney.

Development – Board member Vranici advised board members that the development committee had met to discuss options for drawing down the fund balance. He stated the development committee suggested obtaining a firm that would conduct a target market study from hotel guests in order to determine demographics of guests and obtain information such as: why they are in McKinney, where they are from, and how long their visit to McKinney would be.

Finance – Director Huggins informed board members that the advertising and promotional line items for the MCVB are ear marked for promotional items and miscellaneous advertising that would surface over the next few months. Huggins also advised board members that for the third time this year, the McKinney hotel tax receipts had exceeded \$1M.

During citizen comments, Director Warren made a suggestion for the historic downtown shopping area, stating a “way finding” map/kiosk was needed in order for downtown shoppers to more easily locate shops and restaurants.

Board chair McEntire adjourned the meeting at 8:13 a.m.

Michael McEntire
Chair