

## **MCKINNEY CONVENTION AND VISITORS BUREAU BOARD**

### **REGULAR MEETING**

**AUGUST 26, 2014**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia Street McKinney, Texas on August 26, 2014 at 7:30 a.m.

Board Chair McEntire called the MCVB board meeting to order at 7:32 a.m.

Board members present: Michael McEntire, Erica Carver, Steve Conlin, Sharon Dill, Carrie Alfieri, Leslie Warren, and Hal Harbor

Absent: Shqiprim "Doc" Vranici, and Sally Huggins

Staff: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Tourism Service Rep Vanesa Baggett, and Staff Assistant Sue Davis.

Guests: Interim City Manager Tom Muehlenbeck, City of McKinney Director of Finance Rodney Rhoades, and Councilman Randy Pogue.

**14-837** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of July 22, 2014. Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Steve Conlin, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Board Meeting of July 22, 2014.

**14-838** Minutes of the McKinney Convention & Visitors Bureau Development Committee Meeting of May 14, 2014. Board members unanimously approved the motion by Board member Steve Conlin, seconded by Board member Leslie Warren, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Development Committee Meeting of May 14, 2014.

**14-839** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of May 22, 2014. Board members unanimously approved the motion by Board member Steve Conlin, seconded by Board member Sharon Dill, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of May 22,

2014.

**14-840** Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of May 22, 2014. Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Steve Conlin, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of May 22, 2014.

**14-841** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of July 17, 2014. Board members unanimously approved the motion by Board member Steve Conlin, seconded by Board member Sharon Dill, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of July 17, 2014.

**14-842** Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of July 17, 2014. Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Leslie Warren, to Approve and Refer Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of July 17, 2014.

**14-843** Board & Liaison Updates

Board Chair – Director McEntire stated that his term on the MCVB would be completed at the end of FY 2014 and thanked board members for their service on the board.

Chamber of Commerce – MCVB Executive Director Guerra spoke on behalf of McKinney Chamber representative Peggy Smolen advising board members of the following upcoming Chamber of Commerce events:

- McKinney Experience will begin on September 19, 2014 and will run for six consecutive Fridays.
- The State of The Community event is scheduled for November 6, 2014
- The Chamber will move to their new location in historic downtown McKinney in November.
- McKinney Magazine has hired John Dugan as the Director of Business Development and Emily Martinez as the new associate

editor.

- The Chamber board held interviews to fill the chamber president position.

City of McKinney – Interim City Manager Tom Muehlenbeck advised board members that the city is in the process of budgeting, stating that the budget calls for a proposed tax rate increase.

Main Street/MPAC - MCVB Executive Director Guerra spoke on behalf of MPAC/Main Street advising board members of the following upcoming events:

- Back to The Future – 200 tickets sold
- Dailey & Vincent – 380 tickets sold
- Clint Black – concert has been sold out for over a month
- Staff is planning for Oktoberfest and working diligently to attract regional visitors

**14-844** Executive Director's Report. Executive Director Guerra updated board members of the Sheraton Hotel status, stating that staff met with Johnny Martinez, the Director of Sales for the Sheraton & Event Center. Mr. Martinez stated that hotel rates would be between \$129 and \$159. Guerra also advised board members that the GM for the Sheraton, Ryan Miyamoto, will come on board sometime in September. In addition, Guerra advised board members of the newly appointed board members to the MCVB board. They are Wayne Hill of McKinney Bed & Breakfast, Cricket Killingsworth from Mitas Hill, Jennifer Estes from Baylor McKinney, and Susan Brusa. Executive Director Guerra asked board members to refer to the staff report and asked if there were any questions. Guerra highlighted that staff had conducted/participated in two site visits, six RFPs, two day trips, submitted ads for four publications and published two new blog entries. In addition the visitors center had approximately 249 visitors sign the MCVB guest registry.

**14-845** MCVB Committee Reports

Advertising/Marketing – Director Dill reviewed items discussed during the marketing committee meeting and highlighted the following:

- Photos and text created for Dallas Child Magazine, Louisiana Life Magazine, Natural Awakenings North Texas, Convention South, TSAE Buyers Guide, Courier-Gazette, and two blog entries that were shared by McKinney Bubblelife News.
- Staff members Shumate took photos at the following

events/venues and posted to the MCVB Facebook page: The 4<sup>th</sup> Of July Hometown Parade, The 4<sup>th</sup> of July Car Show, and Bonnie Wenk Park.

- Highlights of the website analytics' were reviewed.
- Facebook tracking was reviewed.

Development – The Development committee did not meet during the month of August, however Executive Director Guerra stated that they will meet next month to discuss moving forward with the Made in McKinney Store.

Finance – Director Conlin advised board members that for the fourth time this year, the HOT Tax receipts had exceeded \$1 million dollars. Conlin stated that from a YTD operating standpoint, there were no unfavorable variances in any line items and thanked Executive Director Guerra for her stewardship over the MCVB budget. Director Alfieri asked for a status on the bankruptcy and monies owed to the city/MCVB from La Quinta. City Finance Director Rodney Rhoades stated the city will conduct an external audit in September. Board Chair McEntire asked Mr. Rhoades how the Made in McKinney (MiM) revenues are accounted for. Rhoades stated the budget reflects the revenues received, however they do not go in as a revenue credit for the MCVB budget. Board members were advised that if staff wanted to use those funds as originally intended, they must request that the funds be drawn down from the MiM revenues.

- 14-846** Consider/Discuss/Act on Approval of Proposed FY 2014/2015 MCVB Budget. City of Finance Director Rodney Rhoades advised board members the proposed FY 2014/2015 budget contains three additional funding components which consist of 1) Additional 10 hours per week for the part-time staffer; 2) Additional dollars for a target market study; 3) Funds to promote the Gateway conference center. Rhoades stated the proposed budget was presented to the council as shown, and stated they were looking for the board's action on the proposed expenditure budget for the year. Director Alfieri asked Mr. Rhoades to elaborate on the process of the fund balance in terms of the draw down. Rhoades stated the draw down had been planned over the past 18 months and City Finance decided this was the right time for the draw down to take place. Alfieri stated there was still confusion over the draw down, explaining that originally the board was given direction on how to draw down the fund

balance over the next three years and now it appeared that the direction had been changed. Board Chair McEntire stated that the original discussion was that the board was to look for ways (one-time projects) to spend those funds down, then they were given the direction that the city would put the money into the hotel/motel funds. Rhoades stated in regards to the transfers, the funds were not going back to the hotel/motel fund. They are just not coming into the CVB fund. Director Alfieri stated she was confused on what the expectation for fund was going forward. McEntire asked for clarification regarding the two funds: the fund where all the tax revenue goes and the smaller fund which is the budget fund. McEntire asked if the money being drawn down would put back into the hotel tax revenue fund. Rhoades stated that was incorrect and that Finance was reducing the transfer in from the Hotel/Motel tax fund, so that for FY 15, the MCVB is not receiving the full amount that they would normally receive, this would result in a larger expenditure budget than the revenues for FY15. Director Conlin asked for the rationale behind that decision, Rhoades stated there had been numerous discussions on how to "right" balance the fund balances, and the fund balance for the MCVB would result in funds anywhere between 15-25% of the Hotel/Motel tax receipts. McEntire asked if next year the fund balance would receive its regular allotment for the budget. Rhoades stated the fund balance would stay anywhere between 18-20% depending how expenditures go throughout the year and then revenues would be transferred accordingly based on the request for next year. Board members unanimously approved the motion by Board member Steve Conlin, seconded by Board member Erica Carver, to Approve the Proposed FY 2014/2015 MCVB Budget.

Board chair McEntire thanked Interim City Manager Muehlenbeck and City Finance Director Rhoades for attending the meeting. The meeting was adjourned at 8:05 a.m.

---

Michael McEntire  
Chair