

*The mission of the McKinney Convention and Visitors Bureau is to market
McKinney as the Destination of Choices*

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Strategic Planning Session

July 9, 2011

The MCVB Board met for a Strategic Planning Session at the La Quinta Inn & Suites in McKinney.

Present were: Directors Colleen Via-Friend, Angie Bado, Trae Gardner, John Rattan, George Lodge, Michael McEntire and Doc Vranici. Staff: Executive Director Diann Bayes. Absent were: Erica Tate and Ian Dockrill.

Call to Order

Director Gardner called the meeting to order at 8:16 a.m.

Strategic Planning

Director Gardner went over the items of discussion for the planning session. The following topics were also discussed:

- Last Retreat Review – Director Gardner reviewed the notes from the 2010 Strategic Planning Session. Other items discussed were the strengths of the board members and what each brings to the table for assistance to the MCVB Staff. Also discussed were the roles of the committees. There was a discussion on the Development Committee and the opportunity to begin recruiting potential board members as soon as the next fiscal year begins in order to educate them on the role of the MCVB. The board also discussed the need to prioritize the direction the board needs to go. It was discussed that all work should be done on a committee level.
- SWOT Analysis – Director Vranici discussed the 2010 SWOT Analysis produced at the last Strategic Planning Session. The board reviewed the list of strengths, weaknesses, opportunities and threats and ranked them as to importance to the MCVB. The SWOT analysis will be reviewed periodically by the board to ensure they are on track with their direction. Directors Vranici, McEntire, Bado and Gardner will follow up to define the SWOT Analysis and present it at the next MCVB Board Meeting.
- Discussion of Roles and Goals – Director Vranici also discussed the existing mission statement vision statement, and roles and goals of the MCVB. There was a discussion on the mission and vision statement but no changes were made. It was determined that the existing roles and goals remain the same as they are intended for the staff. The board discussed the development of a mission and vision statement for the board along with committee strategies for the board.
- Committee Roles - Director Bado agreed to develop and send committee roles to the board members, both existing and new.
- Orientation – Director Bado lead a discussion on orientation for new board members. It was determined that the Executive Director would continue the MCVB orientation to new members. It was also determined that existing board members would present to new members the history and goals of the MCVB Board. The Development Committee will work on briefing papers, history, goals and written job descriptions of the committees for new members. They will also address the need for a formalized plan for three years of the MCVB.

ADJOURN

The planning session was adjourned at 12:10pm

Trae Gardner

Date

Board Vice-Chair

The next scheduled MCVB Board meeting will be held Monday, July 25, 2011, at 3:00 p.m. at the MCVB Conference Room.