

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

### **REGULAR MEETING**

**MAY 23, 2017**

The McKinney Convention and Visitors Bureau Board met in regular session at the Collin County Historical Museum, 300 E. Virginia, McKinney, Texas on May 23, 2017 at 7:30 a.m.

Board Chair Hill called the meeting to order at 7:42 a.m. after determining a quorum was present.

Board members present: Sally Huggins, Hal Harbor, Jennifer Estes, Wayne Hill, Jim Bressler, Bryan Perkins, and Connie Gibson. Absent: None.

Staff present: Executive Director Guerra, staff members Sue Davis, Ashley Ford, Beth Shumate and Vanesa Rhodes.

Guests present: McKinney City Manager Paul Grimes, Assistant to the City Manager Trevor Minyard, McKinney Main Street/MPAC Director Amy Rosenthal and City of McKinney Financial Analyst Eric Corder.

Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Connie Gibson, to approve the following minutes:

- 17-524** Minutes of the McKinney Convention and Visitors Bureau Board Meeting of April 25, 2017.
- 17-525** Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of April 24, 2017.
- 17-526** Update on The Sport Source December Event from Lisa Lavelle and Dee Maher. Lisa Lavelle made a presentation about The Sport Source. This is a college bound Showcase that offers first class recruiting by college coaches representing men's and women's collegiate soccer programs. Last year, she reported that The Sport Source worked directly with the MCVB and McKinney hotels to secure 402 room nights for which the MCVB provided approximately 300 goodie bags. Additionally, hospitality

director Dee Maher addressed other opportunities and economic impact that their event will bring to McKinney.

**17-527** Executive Director's Report – Executive Director Guerra presented her staff report and second quarter recap. In April, staff conducted site visits including Taiwanese Chamber of Commerce and Texas Agriculture. She also shared that staff member Beth Shumate did a podcast promoting National Tourism Week and upcoming events. Additionally, she updated board members about National Travel & Tourism Week including Public Safety Appreciation Day and the remote broadcast with KLAK radio station. Mayor Brian Loughmiller read a proclamation during the broadcast.

**17-528** Board & Liaison Reports

City of McKinney – City Manager Paul Grimes provided an update on the strategic plan and budget planning. He also reported that Mayor-elect George Fuller will take the Oath of Office prior to the Work Session on Monday, June 5. Mr. Grimes shared that an announcement is coming soon about the new Park & Recreation Director. Additionally, he updated Board members on the status of the Resort Hotel at Craig Ranch.

MainStreet/MPAC – Executive Director Amy Rosenthal reviewed upcoming events including Bike the Bricks (May 26) and an art exhibit, “Hues and Blues” (June 16 through August 11). Director Rosenthal reported Historic Downtown McKinney competed in the 2017 “America’s Main Street” contest for a prize of \$25,000. Voting ends May 28.

Chair Report – Board chair Wayne Hill reported that the MCVB Board will not meet in June 2017.

Finance Committee – Board member Jim Bressler provided a budget update for next year and reported the hotel reports for April showed excellent occupancy levels.

**17-529** Consider/Discuss/Act on Approval of Proposed FY 2017-2018 MCVB Budget. Board members unanimously approved the new fiscal year on a motion by Board member Jim Bressler, seconded by Board member Sally Huggins.

**17-530** Consider/Discuss/Act on Directing the Corporation Attorney to Prepare a Sixteen (16) Month Lease Agreement Beginning June 1, 2017 through September 30, 2018 By and Between the MCVB and The McKinney Shop Pursuant to the Finance Committee's Recommendation for the Designated Retail Space at 200 W. Virginia and Authorizing Executive Director Guerra to Execute said Lease Agreement. Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Jennifer Estes.

Board Chair Hill adjourned the meeting at 8:38 a.m.

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WAYNE HILL  
Chair

