

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

### **REGULAR MEETING**

**FEBRUARY 26, 2013**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney, Texas on February 26, 2013 at 7:31 a.m.

Board members present: George Lodge, Linda Fogg, Trae Gardner, Angie Bado, Michael McEntire, Shqiprim "Doc" Vranici, Erica Carver, Steve Conlin, Sharon Dill

Staff Present: Interim Executive Director, Dee dee Guerra; Tourism Services Representative, Vanesa Baggett; and MCVB Communications/Marketing Manager, Beth Shumate.

Guests were: Coco Good, Director of City of McKinney Communications; Rodney Rhoades, Director of City of McKinney Finance; and Lisa Koslan, City of McKinney Finance.

**13-186** Minutes of the McKinney Convention & Visitors Bureau Meeting of January 22, 2013. Board members unanimously approved the motion by Board member Linda Fogg, seconded by Board member Michael McEntire, to approve the minutes from the January 22, 2013 MCVB board meeting.

**13-187** Chair Report – Board Chair Bado reviewed the board protocol in regards to the role of MCVB board members. Bado stated their main focus was on strategic planning and collectively making decisions regarding policy for the MCVB organization and to assess the progress of the Executive Director and staff. Bado also reviewed the protocol for chain of command when/if a board member has a concern regarding staff. Board Chair Bado also congratulated the MCVB staff and board on a successful open house. Board chair discussed possible dates for the board to meet again to continue with strategic planning.

**13-188** Director's Report – Interim Executive Director Guerra asked board members to refer to the staff report provided and highlighted the following

activities/events that the MCVB staff has worked: TSAE, ABA, and MPAC Bridal Show. Guerra also advised board members that Wistron has chosen the Best Western as their hotel of choice when employees are in for training. Interim Executive Director Guerra also discussed with board members the possibility of hiring a part-time receptionist for the MCVB. Guerra advised board members that the CVB staff had previously reached out to Collin College & Senior Center in looking for docents/volunteers to assist the MCVB; however the response was very minimal.

**13-191** Committee Reports Finance Marketing & PR Development.

Finance – City of McKinney Finance Director Rodney Rhoades advised board members that the MCVB budget was tracking as expected. Rhoades stated that the MCVB would need to do a budget amendment that will be presented at the next MCVB board meeting. This amendment is to move funds out of the fund balance to line items that were previously used for the MCVB moving expenses. Finance Director Rhoades advised board members that in order to hire a part-time position, the board would need to create a part-time slot and appropriate funds to pay for that position. Then the board would need to present to council for formal action to take place. Board member Michael McEntire reviewed the financial statement handout with board members. Board Chair Bado tasked the finance committee with creating the needed document for the part-time position.

Development – Board member Vranici advised board members that the development committee had met in regards to the MCVB selling products that promote McKinney. Vranici also stated that the development committee had met to discuss revisions to the MCVB bylaws. Board member Vranici introduced Windy Gallagher with Unameonit.com. Ms. Gallagher made a presentation to the board about possible products to sell.

Marketing – Board member Gardner updated board members on the new MCVB visitor's guide. Director Gardner asked City Marketing Director Coco Good to update the board members on the shared marketing efforts with the CBS family of radio stations throughout the state of Texas.

**13-189** Liaison Report. Board Director Dill reported on the Chamber of Commerce and the upcoming Collin County Days that would take place at the state capitol in Austin. Director Bado reported on upcoming Main Street events.

**13-190** Consider/Discuss/Act on Retail Proposal at the MCVB. Board members discussed the possibility of selling McKinney items. Following this discussion, board members decided more information was needed before a decision could be made.

#### CITIZEN COMMENTS

There were no citizen's comments

At 9:07 am board chair Bado adjourned the meeting.

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ANGIE BADO  
Chair