

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

### **REGULAR MEETING**

**OCTOBER 25, 2016**

The McKinney Convention and Visitors Bureau Board met in regular session at the Encore Board Room, 111 N. Tennessee Street, McKinney, Texas on October 25, 2016 at 7:30 am.

After establishing a quorum was present, Executive Director Guerra called the McKinney Convention and Visitors Bureau board meeting to order at 7:37 a.m.

**Board members present:** Jim Bressler, Jennifer Estes, Connie Gibson, Hal Harbor (joined the meeting at 7:56 a.m.), Wayne Hill, Sally Huggins, and Bryan Perkins.

**Staff:** Executive Director Dee-dee Guerra, Sue Davis, Vanesa Rhodes and Beth Shumate.

**Guests:** McKinney City Manager Paul Grimes, City of McKinney Mayor Brian Loughmiller, City of McKinney Councilman Rainey Rogers, City Secretary of McKinney Sandy Hart, City of McKinney Director of Strategic Services Chandler Merritt, City of McKinney Sr. Financial Analyst Trevor Minyard, McKinney Main Street Director Amy Rosenthal, Sheraton McKinney Hotel GM Ryan Miyamoto and Sheraton McKinney Hotel Director of Sales Dawn Patterson.

**16-1094** Oaths of Office. City Secretary Sandy Hart administered the Oaths of Office to incoming MCVB Board members Connie Gibson and Bryan Perkins as well as returning board members Jim Bressler, Jennifer Estes, Hal Harbor, Wayne Hill and Sally Huggins.

**16-1095** Election of MCVB Board Officers for FY 2016-2017. Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Jennifer Estes to nominate Board member Wayne Hill as MCVB Board chair. Board members unanimously approved the motion by Board member Wayne Hill, seconded by Board member Sally Huggins, to nominate Board member Jim Bressler as Vice Chair. Board members unanimously approved the motion by Board member Wayne Hill, seconded by Board member Jim Bressler, to

nominate Board member Sally Huggins as MCVB Secretary/Treasurer.

**16-1096** Appoint MCVB Subcommittee Members. The Finance Committee will be made up of Board members Jim Bressler, Bryan Perkins, and Hal Harbor. The HR Committee will be made up of Board members Sally Huggins, Bryan Perkins, and Jim Bressler. The Marketing Committee will be made up of Board members Connie Gibson, Sally Huggins, and Jennifer Estes.

**16-1097** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of August 23, 2016. Board members unanimously approved the motion by Board member Sally Huggins, seconded by Board member Jim Bressler, to approve the minutes of the McKinney Convention & Visitors Bureau Board Meeting of August 23, 2016.

**16-1098** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of August 19, 2016. Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Sally Huggins, to approve the minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of August 19, 2016.

**16-1100** Presentation from the Sheraton Hotel & Conference Center – Sheraton General Manager Ryan Miyamoto and Director of Sales Dawn Patterson advised Board members that the Sheraton is working on closing out their second year. Director of Sales Dawn Patterson presented to the Board and advised that the Starwood properties had been bought out by Marriott. Ms. Patterson stated the main focus from the merger of the two companies was going to be on the loyalty programs. She also advised Board members that although many hotels in the Dallas area had been flat in the year-over-year occupancy, the Sheraton McKinney has continued to grow and their close-out for the year was at 72 percent. Ms. Patterson also advised Board members that the Sheraton Sales team's main focus for the upcoming year was going to be on group business. In

addition, Ms. Patterson informed Board members that the Sheraton's group room nights was up six-thousand year-over-year.

**16-1101** Board & Liaison Reports

**Board Chair** – Former Board Chair Hal Harbor thanked Board members for the opportunity to serve as their Chair and turned the responsibilities over to incoming Board Chair Wayne Hill. Mr. Hill thanked Board member Harbor for his dedication to the MCVB Board and staff as well as for his leadership during his tenure as Board Chair.

**City of McKinney** – City Manager Paul Grimes spoke regarding the Parks & Recreation Department and advised that the Dallas Stars would be adding another sheet of ice to the McKinney Star Center. Mr. Grimes advised Board members that the McKinney Star Center Ice Rink is the most successful community rink for the Stars. Mr. Grimes also advised Board members that the Ballfields at Craig Ranch will slowly be phased out as it is privately owned and being sold. Additionally, Mr. Grimes informed Board members that both the City and the MCVB have been working together to bid on the National Association of Intercollegiate Athletics (NAIA) tournament for 2018. Furthermore, Mr. Grimes informed Board members that the Apex Center is online to open in February/March 2017. The Movie House Eatery has opened in Craig Ranch, The Holiday Inn at Craig Ranch is scheduled to open November 23, 2016 and City Council will be approving the plan to move forward on the 9-Acre Site just south of City Hall on Highway 5.

**Finance Committee** – Committee Chair Hill reported that the HOTTAX continues to increase year-over-year as well as occupancy. Mr. Hill stated that our sister cities have been flat. He thanked the MCVB staff for their efforts in selling the city.

**McKinney Chamber of Commerce** - MCVB Executive Director Guerra reported on behalf of the Chamber and advised Board members that the State of the City event would be held at Christ Fellowship Church on

November 3, 2016.

**McKinney Performing Arts Center/Main Street** – MPAC/Main Street

Director Amy Rosenthal informed Board members of the upcoming events taking place in downtown McKinney: Scare on the Square, Aaron Neville, and Home for the Holidays. Ms. Rosenthal also advised Board members that they are currently conducting a fundraiser to reach the goal of \$5000 for the downtown Christmas Tree.

**16-1102** Executive Director's Report – Executive Director Guerra announced to Board members that staff member Vanesa Rhodes was awarded her Texas Destination Marketer (TDM) Certificate at the annual Texas Association Convention and Visitors Bureau (TACVB) conference that was held in El Paso in August. In addition, Ms. Guerra announced Ms. Rhodes accepted the Sales Manager position for the MCVB. Ms. Guerra asked Board members to refer to the Executive Director's report and asked if anyone had any questions. She also reminded Board members that this year's TTIA Unity Dinner would be a Legislative year and asked Board members to advise her if they would like to attend the dinner/event that would take place in Austin February 15-17, 2017.

**16-1103** Consider/Discuss/Act on New Meeting Time and Date for MCVB Board Meetings. Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Connie Gibson, to continue to hold the MCVB Board meeting on the fourth Tuesday of the month at 7:30 a.m.

**16-1104** Consider/Discuss/Act on Date and Time for November and December MCVB Board Meeting & Strategic Planning Meeting. Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Connie Gibson, to combine the November and December 2016 MCVB Board meeting and to incorporate the strategic planning session to be held on Tuesday, November 29, 2016.

- 16-1105** Consider/Discuss/Act on Renewal of the Made in McKinney Retail Contract for FY 2016/2017. Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Hal Harbor, to renew the Made in McKinney Retail Contract for FY 2016/2017.

Board Chair Hill adjourned the meeting at 8:46 a.m.

---

WAYNE HILL  
Chair